"The Operators' Choice"

PLAY METER Magazine

NOVEMBER

VOLUME 24, No. 12 • 1998

FOR THE COIN-OP ENTERTAINMENT/FEC INDUSTRY

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News BULLETIN

IAFEC ELECTS OFFICERS, PRESENTS AWARDS

At the membership breakfast meeting during Fun Expo last month in Orlando, Fla., the International Association of Family Entertainment Centers presented its new slate of officers: Phil DeAngelo of Lenape Park, president; Ron Stilwell of PSC Ltd., vice president; and (outgoing president) Harold Skripsky of EMS Inc., treasurer. New executive board members are Jeff Morton of Celebration Station, Charles Smith of Bullock Smith Partners, and George Smith of Namco Cybertainment. They join a board that also consists of Frank Seninsky of Alpha-Omega, Lorien Henry of Ton of Fun, Dave Schwartz of Legends, and Cindy Strachan of Reed Exhibitions and Carole Sjolander of IAFEC (non-voting members). Past president ('96-'97) Ed Pearson of Sports Plus retired from the board.

IAFEC board for '98-99, front row, (l-r): Carole Sjolander of IAFEC, Cindy Strachan of Reed Exhibitions, and Lorien Henry of Ton of Fun. Back row, (l-r): Phil De Angelo of Lenape Park, Ron Stilwell of PSC Ltd., Harold Skripsky of EMS Inc., Frank Seninsky of Alpha Omega, Dave Schwartz of Legends, Jeff Morton of Celebration Station, and George Smith of Namco Cybertainment.

IAFEC - '99
IAFEC
We're meeting the Challenges of the Fun Business today and into the future

DeAngelo outlined his four-part mission for the year ahead: 1) continue the basics, 2) respond to current responsibilities and mandates, 3) broaden the revenue base, 4) educate the world market, and 5) plan for the future. He believes that the success of IAFEC's work is based on knowledge, marketing, and control. "We are baggage-free," said DeAngelo. "We have 100 percent control of where we are today and where we will be tomorrow. Ours is an operator-driven group of people who operate on a day-to-day basis in the FEC business. Perhaps our greatest talent is to listen and learn."

The following day the annual Golden Token Awards were presented: Most Creative Promotion–Wild Zone Adventures in Chatham, Ontario, Canada; Best Use of Logo and Most Creative Birthday Party–Wildwood Highlands in Wildwood, Pa.; Best New or Renovated FEC and Best Display of Redemption Prizes–Odyssey FunWorld in Tinley Park, Ill.; Best Community Service Award–Vista Family FunCenter in Vista, Calif.; Best Facility Brochure–Full Blast of Battle Creek, Mich.; and Best Advertising Campaign–Slinky Action Zone in Duncansville, Pa.

Supplier awards went to Heads Up Technologies' LaserTrek, Best Product or Facility Element; Play-By-Play Ace/Acme's licensed Looney Tunes items for Best Redemption or Novelty Product; and Jack Rogers of Play-By-Play for Best Customer Service/Support. Two exhibitor awards were presented for Fun Expo booths: 3,000 square feet or less–Castle Golf; 3,000 square feet or more–LaserTron. For complete Fun Expo coverage, turn to our special section starting on page 155.

STRICOR SIGNS AGREEMENT WITH GAMEWORKS

Stricor Inc., maker of the Prometheus Motion Platform and developer of the *Xtreme Powerboat Racing* simulator, has signed an agreement with Sega GameWorks to install its game units in all the GameWorks flagship locations: Seattle, Wash.; Las Vegas, Nev.; Tempe, Ariz.; Grapevine, Texas; Ontario and Orange, Calif.; Detroit, Mich.; and Miami, Fla., by the end of 1998. The agreement will allow Stricor to continue to develop more exciting motion simulation game content for the GameWorks entertainment venues.

Stricor's business strategy to use the Prometheus platform as a common base for game content was proven with the shift from the *Descent* game to *Xtreme Powerboat Racing,* derived from Interplay's VR Sports Powerboat Racing. *Xtreme Powerboat Racing* was integrated onto Prometheus in late 1997, and entered the market this spring. Since then, Stricor has added several content upgrdes to the platform along with two new racing courses. For more information, contact Dave Klugh at Stricor, (770)923-3689; e-mail (dklugh@stricor.com).

News BULLETIN

AMOA ISSUES "ACTION ALERT" FOR VENDORS

The AMOA has issued an "Action Alert," urging vendors to write Phillip Morris U.S.A. to protest its decision to discontinue its vending subsidy program. AMOA feels that Phillip Morris' decision to end its vending support places a substantial economic burden on the vending operators who have been loyal, long-time customers. AMOA members are asked to protest the discontinuation of the subsidy program by contacting Jeffery Bible, chairman of Phillip Morris U.S.A., 120 Park Ave., New York, NY 10017-5592. For more information about this protest, contact AMOA's Tobacco Vending Committee's chairman Mark Levine, (617)666-4900.

THOMSON APPOINTS SERVICE PARTNERS

Thomson Entertainment will appoint several service partners who will be responsible for customer support and training in their territories and for holding supplies of product spares. The first such agreement has been concluded with Simtek, which will be responsible for service and support of the Thomson Entertainment installed base in the United States, Canada, and Mexico. Head of customer support Adrian Cottington said that similar partner companies would be in place before the end of 1998 in Australia, France, and in certain Middle East states. Under the agreements the service partners will provide comprehensive after-sales service, including spares, training, new ride films, and maintenance services.

"Appointing local service partners throughout the world will ensure effective and high-quality after-sales service on a global basis," said Cottington. "All technicians operating out of our service partners will be factory trained and authorized." For more information, contact Thomson Entertainment, +44(0)1293 503799; fax +44(0)1293 563388; e-mail (entertain@ttsl.co.uk).

ATLUS DREAM AND SNK REACH ACCORD

Atlus Dream Entertainment has reached an agreement with SNK Corp. of America in which SNK America will drop its counterclaims against Atlus Dream. Neither Atlus Dream nor SNK America will make any monetary payment to the other as part of the agreement. In addition, Atlus Dream will not grant any license to SNK America. In June the United States District Court in Los Angeles dismissed SNK America's only other counterclaim against Atlus Dream.

With SNK America's agreement to drop remaining counterclaims, the lawsuit originally filed by Atlus Dream against SNK America, its Japanese parent corporation SNK Corp., and American Photo Booths Inc., has ended.

"We are happy to conclude these issues and return to continuing our growth and leadership in the U.S. photo sticker machine industry," said Daizaburo Sakurai, president of Atlus Dream. For more information, contact Atlus Dream Entertainment, (949)753-7883; fax (949)753-0350.

NEW CENTER IS CHIP OFF THE ENTERTAINMENT BLOCK

The Block at Orange, Southern California's largest entertainment center, recently welcomed media personnel for preview tours, interviews, food, and fun. More than 70 percent of The Block's square footage (a whopping 811,000 square feet) is dedicated to entertainment and 30 percent to retail, including book and record stores. The Block is reminiscent of the world's great city blocks like Times Square, Pier 39, and Melrose Avenue. Including 91 internally lit icons, huge billboards overlooking walkways, a mega skate park, a surf shop, and electric nightclubs, The Block claims to be "Main Street, California Style." The Block at Orange is located at City Drive in Orange, Calif., site of the former The City Shopping Center. For more information, call (714) 769-4001; fax (714) 769-4010. ▲

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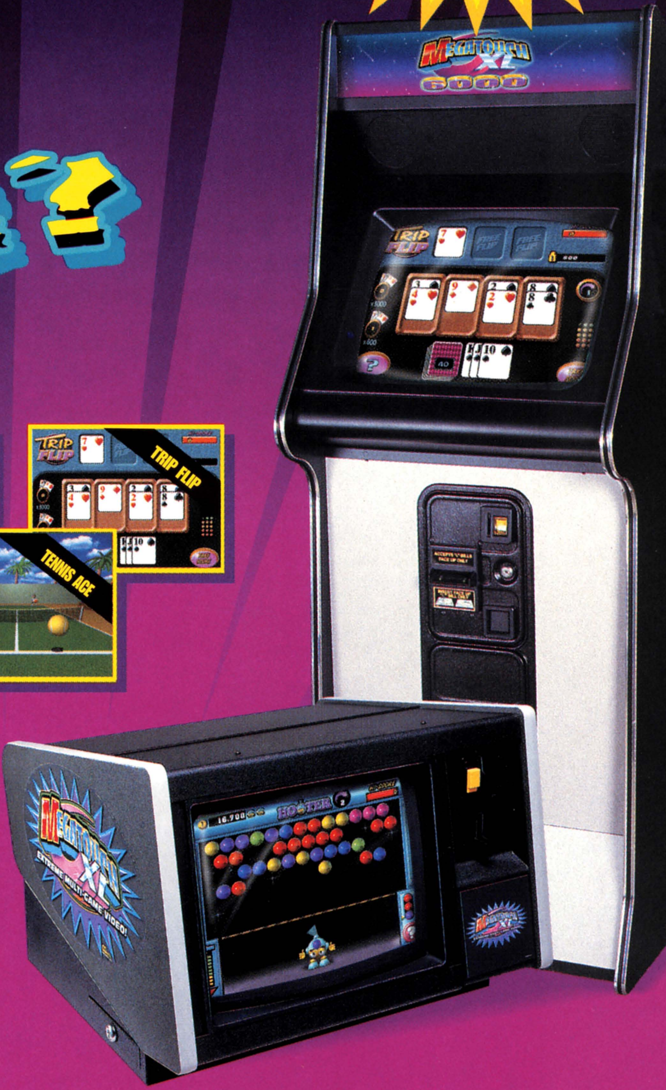
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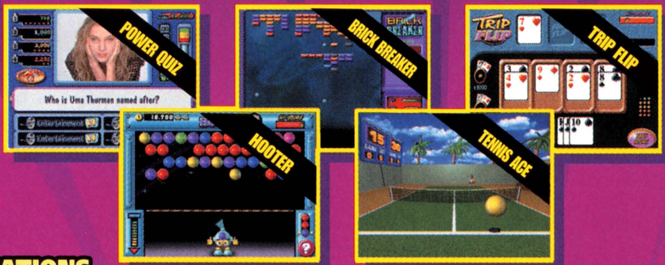
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BRICK BREAKER
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Vic Fortenbach highlights that magic trio: games, tickets, and staff, that can make or break your operation.

COVER

Rowe has introduced a powerful new line of jukeboxes to fit every budget. David Sadler (r) and Joel Friedman proudly show off the full-size *Starburst CD 100-G* available in two trim colors with new lighting and an animated spinning disc. Also new, the *Encore* floor model with three-channel surround sound capability and 250-watt RMS amplifier. Following closely on the heels of the new *Berkeley* are the *Sunrise* and *Starburst* wall jukeboxes with six CD jacket display.

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NEXT MONTH:

- **Year in Review**
- **Exclusive interview with Ferris Productions for another perspective on the ArcadePC.**

San Jose Convention Center | Expo: March 16-18 | Conference: March 15-19
Nihilistic is bringing the entire team to the GDC '99.

(They may have to take three cars.)

nihilistic software

L to R Back Row:
Yujin Kiem | Artist
Maarten Kraaijvanger | Lead Artist
Rick Servande | Artist
Steve Tietze | Director of World Design | Lead Level Designer
Rob Huebner VP | Director of Technology | Lead Programmer

L to R Front Row:
Brent McLeod | Level Designer
Steve Thoms | Level Designer
Ingar Shu | Sound Designer | Programmer
Ray Gresko | President | Producer | Designer | Programmer | Business Manager
Yves Borckmans | Programmer
Anthony Chiang | Technical Artist

Even seasoned, professional game developers with successful titles under their belts come back to the Game Developers Conference year after year. They know that in a fast-moving, competitive industry like ours they must stay on top of new technologies and techniques. At the GDC they learn from over 250 industry experts and thousands of their peers. Whether your team is developing for the PC, console, arcade or location-based entertainment, a successful production cycle starts with a week at the GDC. That's where you'll find serious sessions, tutorials, and networking opportunities for every team member. And an exhibit floor filled with the latest tools and services. See you in San Jose!

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Weathering the tough times

Jack Kelleher called the other day. Next year you won't have to ask who he is, but now it's a natural question. As you've read, AMOA has severed its relationship with Smith, Bucklin and returned to what it was in the past—an independent organization. Jack has been hired as the executive vice president. AMOA headquarters are now in the same building that houses AAMA so the two industry associations will have a much closer working relationship.

But that's not what I want to talk about—exactly. Jack happened to call the day we finally were able to come back to work after Hurricane Georges put us out of commission for nearly a week. Jack kindly expressed his concern about our fate, but something else he said struck a nerve. As I was recounting several acts of kindness and concern shown during that rough time, he commented that it was strange how people come together in an emergency.

And come together they did. With 75 mph winds and rains whipping trees into a frenzy, two of my neighbors braved the elements to help me find my cat who had escaped from the house. Although we didn't find Sam, we did find two others and saw them safely home. Since only about four families on our block opted to stay put and not flee North, we kept an eye on the empty, boarded-up homes. We had 11 people and six (yes, six) dogs and two cats sharing our house for three days and we didn't even kill each other! In fact, after all was said and done, my husband said he enjoyed having everyone there. Talk about "quality" time with the people you love!

I often wondered why bad things had to happen. Invariably, someone would say something like "you can't enjoy the good times if you haven't been through some bad ones." I would cringe when I heard and perceived it as a trite cliche. I now know that I felt that way because I never understood. After all, who really goes through tough times when they're young? Now that I'm older (wiser?) I've been through some rough times, rougher than I'd ever imagined. But I've also experienced times I never thought could be so good.

Our industry has endured some turbulent eras, and I'm sure you'll thank me for not dwelling on those. However, the coin-op industry has been blessed with exemplary times too. We've withstood hurricane force winds coming from all directions, and we've enjoyed some of the most wonderful times anyone has had in a business. How can we not reminisce about the *Pac-Man* days? We were part of a phenomenon that transcended the industry. It spilled over into all areas of our lives. Our kids ate *Pac-Man* cereal, wore *Pac-Man* gloves and jackets, and of course, played the game for hours. The sensational days hardly prepared us for the downturn, but then again, those days gave us ammunition to continue doing what we loved.

There was a comradery during the dark days that brought people together for the same reasons a hurricane will bring out the best in many. It's banding together to weather the storm, whatever it may be. Consider proposals to ban cigarette vending machines. Even operators who don't operate them came to the support of those who did. There are many more examples; you can focus on your own because I'll bet you can think of one or more.

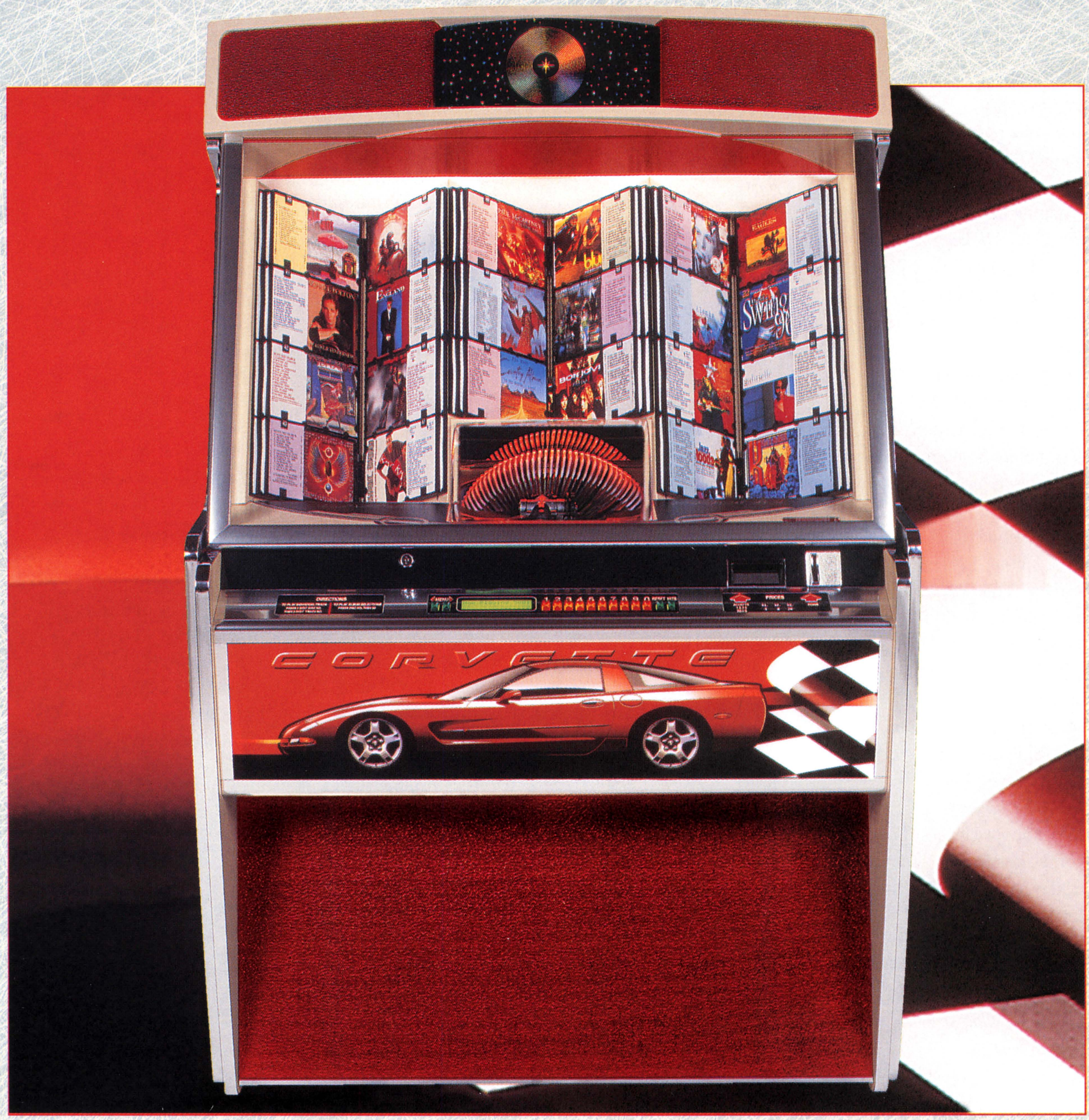
The essence of any of those experiences will be that someone was there when you needed someone to care. I know it's true. I understand, finally, what it means to appreciate the good times because I've weathered some rotten ones. Haven't we all? ▲

Valerie Cognevich
Editor

We want to hear from you about any of the articles in this issue or topics you'd like to see.
Phone: 504/488-7003; FAX: 504/488-7083; e-mail: (news@playmeter.com).

Get Ready... Get Set... Go..!

Red-Hot Rock-Ola



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VIDEO KITS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Area 51/Max Force Duo *(Atari)*	8.34	314	38.94
2.	King of Fighters '98 *(SNK)*	8.25	51	3.54
3.	Golden Tee '98 *(Incred. Tech.)*	7.96	248	44.25
4.	Fisherman's Bait *(Konami)*	7.86	138	24.78
5.	Dynamite Cop *(Sega)*	7.80	53	4.42
6.	NFL Blitz *(Midway)*	7.57	539	45.13
7.	Area 51 *(Atari)*	7.50	1605	58.41
8.	Soul Calibur *(Namco)*	7.43	62	6.19
9.	Golden Tee '97 *(Incred. Tech.)*	7.27	669	39.82
10.	Tekken 3 *(Namco)*	7.14	844	49.56
11.	Point Blank *(Namco)*	7.06	884	15.93
12.	Sharpshooter *(P&P)*	6.92	24	11.50
13.	Golden Tee 3D Golf *(Incred. Tech)*	6.91	1383	29.20
14.	Tournament Solitaire *(Dynamo)*	6.90	688	8.85
15.	Marvel vs. Capcom *(Capcom)*	6.76	234	32.74
16.	Aero Fighters 3 *(SNK)*	6.73	76	13.27
17.	Police Trainer *(P&P)*	6.61	541	49.56
18.	Street Fighter EX II *(Capcom)*	6.60	✴	4.42
19.	Zero Point *(GameVision)*	6.31	23	14.16
20.	Bust-A-Move Again *(Taito)--tie*	6.25	603	7.08
20.	Raiden DX *(Fabtek)--tie*	6.25	346	14.16
21.	Marvel Heroes vs SF *(Capcom)*	6.22	189	28.32
22.	Samurai 64 *(SNK)*	6.20	✴	4.42
23.	Lethal Enforcers *(Konami)*	6.16	1618	51.33
24.	Metal Slug 2 *(SNK)*	6.13	64	21.24
25.	Bust-A-Move *(SNK)*	6.08	483	31.86
26.	Raiden II *(Fabtek)*	6.06	785	27.43
27.	Marvel Super Heroes *(Capcom)*	5.96	382	22.12
28.	World Class Bowling *(Incred. Tech.)*	5.91	344	20.35
29.	Strikers 1945 Part 2 *(Worldwide)*	5.88	98	14.16
30.	Metal Slug *(SNK)*	5.87	418	27.43
31.	Die Hard Arcade *(Sega)*	5.82	430	34.51
32.	Surf Planet *(Atari)*	5.79	95	21.24
33.	Raiden Fighters 2 *(Fabtek)*	5.78	26	15.93
34.	Tekken 2 *(Namco)*	5.68	1037	33.63
35.	19XX *(Capcom)*	5.67	119	7.96
36.	Strikers 1945 *(Worldwide)--tie*	5.65	152	23.01
36.	Street Fighter Alpha 3 *(Capcom)--tie*	5.65	✴	17.70
37.	S.F. III 2nd Impact *(Capcom)*	5.60	✴	13.27
38.	X-Men vs. Street Fighter *(Capcom)*	5.53	333	30.09

VIDEO DEDICATED

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Time Crisis II *(Namco)*	9.47	299	30.09
2.	House of the Dead *(Sega)*	8.74	897	33.63
3.	Teraburst *(Konami)*	8.63	120	7.08
4.	NFL Blitz '99 *(Midway)*	8.54	55	32.74
5.	Tourn. 3D Golf *(Incred. Tech)*	7.67	913	18.58
6.	Maximum Force *(Atari)*	7.43	712	41.59
7.	Gun Blade NY *(Sega)*	7.35	998	15.04
8.	Time Crisis *(Namco)*	7.11	1055	15.93
9.	Solitaire Challenge *(Dynamo)*	6.56	1500	14.16
10.	Virtua Cop 2 *(Sega)*	6.53	900	16.81
11.	W. Class Bowl Tourn. *(Incred. Tech)*	5.90	5	8.85
12.	Virtua Fighter 2 *(Sega)*	5.88	930	15.04
13.	Radikal Bikers *(Atari)*	5.67	9	13.27
14.	Virtual On *(Sega)*	5.57	151	12.39
15.	Rampage World Tour *(Midway)*	5.48	80	22.12

VIDEO SIMULATORS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	The Lost World: J. Park *(Sega)*	8.61	648	27.43
2.	Top Skater *(Sega)*	8.57	879	20.35
3.	Cruis'n World *(Midway)*	8.15	1236	64.60
4.	San Francisco Rush: Rock *(Atari)*	7.88	599	29.20
5.	Rapid River *(Namco)*	7.83	240	5.31
6.	Home Run Derby *(ICE)*	7.67	452	7.96
7.	Harley Davidson/LA Riders *(Sega)*	7.65	337	23.01
8.	California Speed *(Atari)*	7.60	321	42.48
9.	San Francisco Rush *(Atari)*	7.58	1028	31.86
10.	Kick-It *(Inter. Light)--tie*	7.50	204	3.54
10.	Racing Jam *(Konami)--tie*	7.50	75	3.54
10.	Wave Runner *(Sega)--tie*	7.50	774	10.62
11.	Daytona USA 2 *(Sega)*	7.37	25	16.81
12.	Alpine Racer 2 *(Namco)--tie*	7.28	879	22.12
12.	Off Road Challenge *(Midway)-tie*	7.28	583	31.86
13.	Daytona USA *(Sega)*	7.26	2593	34.51
14.	Cruis'n USA *(Midway)*	7.25	2459	49.56
15.	Downhill Bikers *(Namco)*	7.20	50	4.42
16.	Cyber Cycles *(Namco)*	7.14	1043	12.39
17.	Daytona USA Limited *(Sega)*	7.13	473	13.27
18.	Alpine Surfer *(Namco)--tie*	7.00	545	9.73
18.	Sega Super GT *(Sega)--tie*	7.00	538	7.96
18.	Winding Heat *(Konami)--tie*	7.00	246	5.31
19.	Tokyo Wars *(Namco)*	6.93	446	13.27
20.	Aqua Jet *(Namco)*	6.88	537	7.08

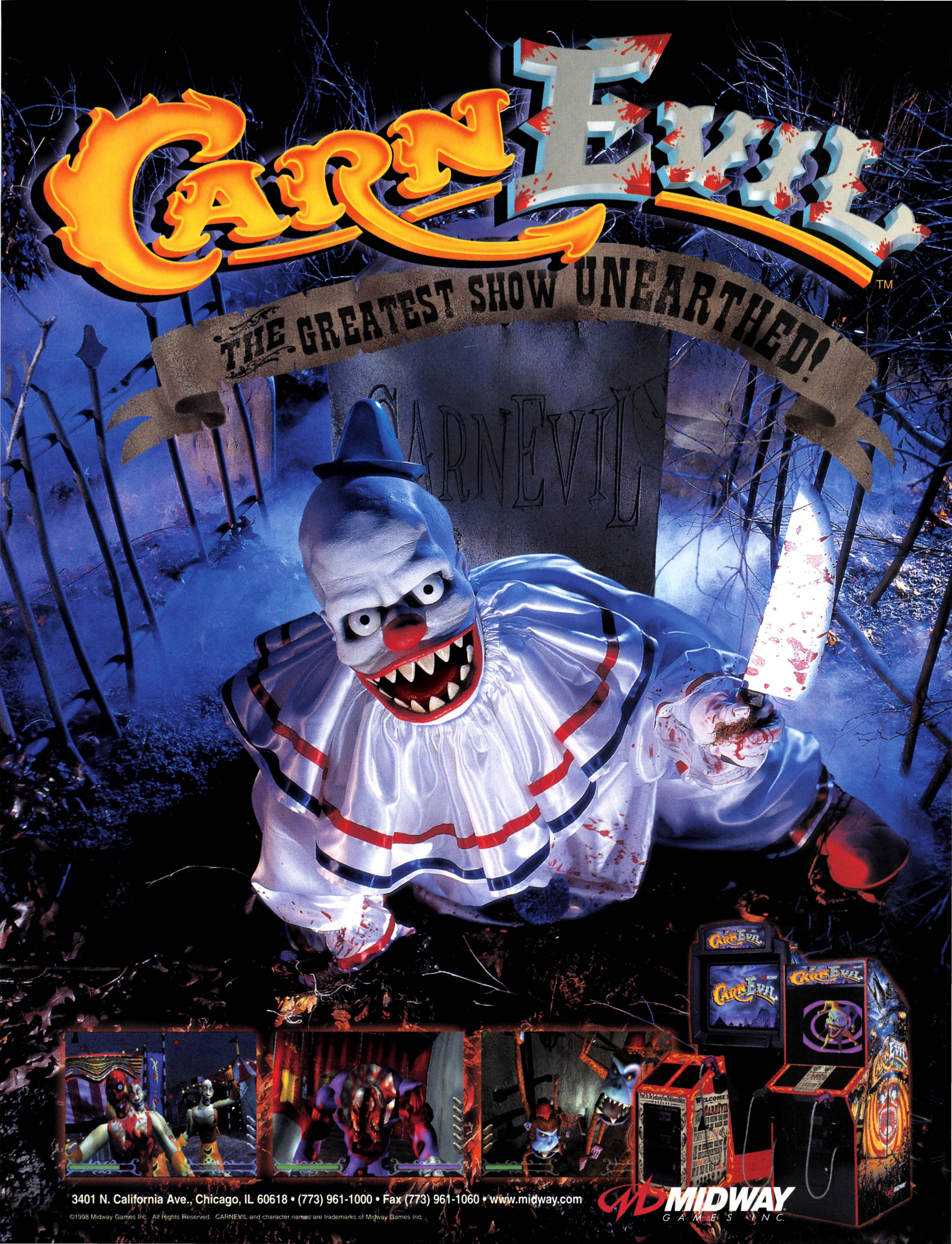
What the numbers mean:

Point Value—An average of the ratings that operators give each game they circle (on a scale of 3-10) on their Equipment Poll ballots.

Longevity Points—Awarded after compiling a list of the top 60 videos and pinballs (combined) and compiling the top 60 redemption games (all categories combined). The #1 game gets 60 points, the #2 game gets 59 points, on down to the #60 game that gets 1 point. The higher the longevity points the better the "legs" of the game.

Percentage of Response—Amount of respondents who rated the games; another barometer of game success.

✴ New or reappearing games ✴✴Play Meter 1997 Reader Survey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PLAY METER

Equipment Poll

REDEMPTION

ALLEY BOWLERS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Basket Fever *(Bay Tek)*	7.80	700	4.42
2.	ICE Ball *(ICE)*	7.43	1045	6.19
3.	Bug Bash *(Bay Tek)*	7.20	756	4.42
4.	Pro Striker *(Design PLus)*	6.83	385	5.31
5.	Skee-Ball Classic *(Skee-Ball)*	6.53	874	26.55

SPORTS GAMES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Super Shot *(Skee-Ball)*	7.09	994	9.73
2.	Hoop Shot *(ICE)*	7.00	431	4.42
3.	Shoot to Win *(Smart)*	6.58	738	16.81
4.	Rage 'N Cage *(Skee-Ball)*	6.50	318	3.54
5.	Full Court Frenzy *(ICE)*	6.46	539	11.50
6.	Hoop It Up *(Atari)*	6.13	1089	20.35
7.	Full Court Fever *(ICE)*	5.86	875	6.19
8.	Putting Challenge II *(G.L. Tech.)--tie*	5.71	51	6.19
8.	UB-QB Football *(Skee-Ball)--tie*	5.71	127	12.39
9.	Slugfest *(Williams)*	5.61	7	15.93

SINGLE CRANES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Rainbow *(Rainbow)*	8.83	1482	5.31
2.	Classic Watch Crane *(Smart)*	7.60	1138	8.85
3.	Skill Crane *(Grayhound)*	7.45	479	9.73
4.	Showcase *(Smart)*	7.33	178	5.31
5.	Clean Sweep *(Smart)*	7.06	1285	27.43
6.	Lax *(Noel Industries)*	6.90	174	8.85
7.	Jumbo Crane *(Grayhound)*	6.88	778	7.08
8.	Candy Crane *(Smart)*	6.70	523	32.74
9.	Big Choice *(Fun Merchants)*	6.53	848	15.04
10.	Snack Attacker/Challenger *(AGE)*	5.43	620	6.19

CHILDREN'S GAMES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Mini Dunx *(ICE)*	7.67	478	5.31
2.	Smart Toss Em *(Smart)*	7.60	847	4.42
3.	The Flintstones *(ICE)*	7.00	250	3.54
4.	Shoot To Win! Jr. *(Smart)*	6.44	918	7.96
5.	Hightops *(Skee-Ball)*	6.40	212	4.42
6.	Toss Em *(UETD)*	5.80	274	4.42
7.	Feed Big Bertha *(Smart)*	5.74	309	16.81
8.	Hungry, Hungry Hippos *(ICE)*	5.70	26	8.85
9.	Skee-Toss B.C. *(Skee-Ball)*	5.56	28	7.96
10.	Bozo Basketball *(Design Plus)*	4.17	98	5.31

ROLL DOWNS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Pokereno *(Seidel)*	6.80	23	4.42
2.	Twenty-One *(Seidel)*	6.60	18	4.42
3.	Spin To Win *(Lazer-Tron)*	6.55	1002	17.70
4.	Jungle Rama *(Lazer-Tron)*	6.50	437	3.54
5.	Jungle Picnic *(Bay Tek)*	6.20	1	4.42
6.	Clown Roll Down *(Bay Tek)*	5.86	197	6.19
7.	Rock N Roll *(Bay Tek)*	5.80	106	4.42

NOVELTY

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Cyclone *(ICE)*	8.98	2055	35.40
2.	Cyclone Jr. *(ICE)*	8.57	1288	6.19
3.	Colorama *(Bromley)*	8.56	1552	7.96
4.	Surfin' Safari *(5 Star)*	8.50	814	5.31
5.	Treasure Falls *(Planet Earth)*	8.31	1244	14.16
6.	Claim Jumper *(Benchmark)*	8.08	367	11.50
7.	Solar Spin *(Lazer-Tron)*	7.50	884	3.54
8.	Dinoscore *(Planet Earth)*	7.24	1701	25.66
9.	Pirate's Revenge *(5 Star)--tie*	7.00	399	5.31
9.	Steer Crazy *(Fun Industries)--tie*	7.00	247	4.42
10.	Round 'n Round *(Astro)*	6.83	1127	5.31
11.	Flip N Win *(Planet Earth)*	6.57	529	6.19
12.	Prize Zone *(Lazer-Tron)--tie*	6.33	390	7.96
12.	Super Solar Spin *(Lazer-Tron)--tie*	6.33	103	5.31
13.	Turbo Ticket *(Exidy)*	6.00	30	4.42
14.	Cosmo Gang *(Data East)*	5.88	2	7.08
15.	Simple Simon *(Sammy USA)*	5.67	131	7.96
16.	Killer T-Rex *(Smart)*	5.50	194	3.54
17.	Pop-A-Ball *(Coastal)*	5.27	84	19.47
18.	Sidewinder *(Bob)*	5.25	✷	3.54
19.	Pop-A-Tac-Toe *(Coastal)*	5.17	101	5.31
20.	Hop-A-Tic-Tac-Toe *(Data East)*	4.95	46	17.70
21.	Dump the Ump *(ICE)*	4.86	120	6.19
22.	Pop-A-Slot *(Coastal)*	4.43	311	6.19

COIN DROP GAMES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Big Haul *(Benchmark)*	8.15	1301	23.01
2.	Smokin' Token *(Seidel)*	7.55	1688	17.70
3.	Twister *(Lazer-Tron)*	7.43	289	6.19
4.	Goin' Rollin' *(Seidel)*	7.17	1122	5.31
5.	Wheel 'M In *(Bromley)*	7.13	1504	14.16
6.	Cut the Cheese *(Sega Pinball)*	6.83	785	5.31
7.	Austin Powers *(Sega Pinball)*	6.75	108	3.54
8.	Addams Family Values *(Midway)*	6.67	426	5.31
9.	Pirate's Gold *(Lazer-Tron)*	6.57	285	6.19
10.	The Mask *(Data East)*	6.50	820	7.08
11.	Coin Circus *(Sammy USA)*	6.43	314	12.39
12.	Home Run Hitter *(CCI)*	6.41	624	15.04
13.	Roll For Gold *(Benchmark)*	6.36	441	9.73
14.	Screamin' Slopes *(Midway)*	6.20	397	4.42

GUN GAMES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Water Game *(Bob's Space Racers)*	7.38	603	7.08
2.	Boom Ball *(Meltec)*	6.50	27	3.54
3.	Big Mouth *(Meltec)*	6.25	153	7.08
4.	Knock-Down *(Meltec)*	5.20	116	8.85

BOPPING/STOMPING GAMES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Spider Stompin' *(Island)*	7.70	1412	8.85
2.	Circus Hi-Rise *(Skee-Ball)*	6.75	345	3.54
3.	Ribbit Racin *(Lazer-Tron)*	6.53	968	16.81
4.	Swamp Stomp *(Lazer-Tron)*	6.50	633	5.31
5.	Wacky Gator *(Data East)*	6.32	508	22.12
6.	Robo-Bop *(Coastal)*	5.29	99	6.19
7.	Whac-A-Mole *(Bob's Space Racers)*	4.94	200	14.16

*****Play Meter 1997 Reader Survey***

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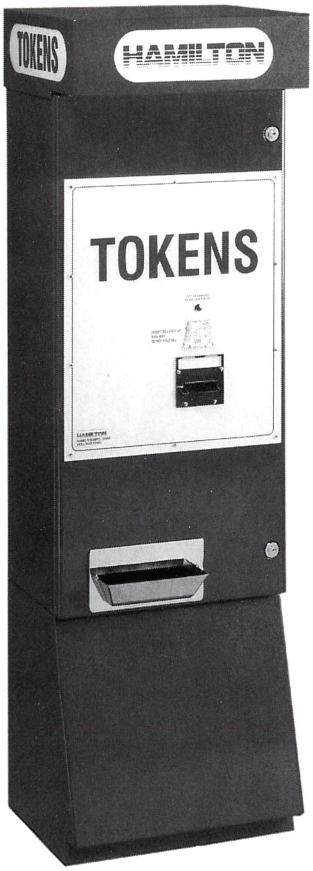

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PLAY METER

Equipment Poll

PRIZE VENDORS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Fun-E-Ball *(Fun Industries)*	8.50	56	3.54
2.	Sports Arena *(Sammy USA)*	7.97	358	31.86
3.	Copy Cat *(Fun Industries)*	6.50	13	3.54

PINBALLS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Monster Bash *(Williams)*	8.31	52	11.50
2.	Viper Night Drivin' *(Sega)*	7.80	203	4.42
3.	Medieval Madness *(Williams)*	7.71	706	33.63
4.	Attack From Mars *(Bally)*	7.63	1303	30.97
5.	Scared Stiff *(Bally)*	7.10	764	26.55
6.	Independence Day *(Sega)*	7.09	346	9.73
7.	The Addams Family *(Bally)*	6.91	3599	48.67
8.	Arabian Nights *(Williams)*	6.88	571	21.24
9.	Star Wars Trilogy *(Sega)*	6.81	206	14.16
10.	Cirqus Voltaire *(Bally)*	6.80	60	22.12
11.	Twister *(Sega)*	6.79	308	12.39
12.	Theatre of Magic *(Bally)*	6.65	1435	35.40
13.	The Champion Pub *(Bally)*	6.62	105	11.50
14.	Starship Troopers *(Sega)*	6.53	14	15.04
15.	Junk Yard *(Williams)*	6.50	334	17.70

COUNTERTOPS

1.	Megatouch XL *(Merit)*	8.50	1014	47.79
2.	Megatouch 5 *(Merit)*	7.80	585	30.97
3.	Touchmaster 4000 *(Midway)*	7.71	79	15.04
4.	Megatouch Tournament *(Merit)*	7.62	868	11.50
5.	Touchmaster *(Midway)*	7.50	835	14.16
6.	Megatouch IV *(Merit)*	7.09	1273	38.94
7.	Concorde 2 *(JVL)*	6.40	56	8.85

QUESTION OF THE MONTH

What is your most popular card-themed game?

(Countertop card games won out)
#1--Megatouch XL (Merit)
#2--Touchmaster (Midway)

In order to accommodate the influx of new games on the ballot we have discontinued the Classic Video category. All-time favorites such as *Ms Pac-Man* are universally recognized and will always have a dedicated following. We applaud the impact these classics have had on the industry; they have earned a place in the Coin-Op Hall of Fame.

Due to the popularity of the new Prize Vendors we have added a category for that equipment.

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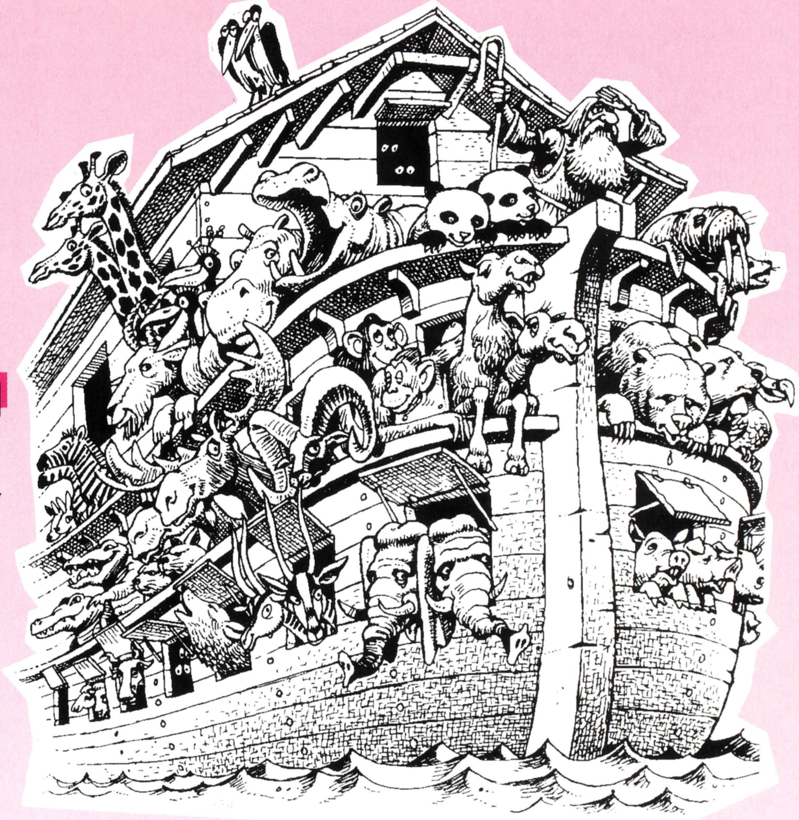

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3.00	(10-24")	150.00	300.00

Averages		50 Pieces	100 Pieces
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5.00	(12-24")	250.00	500.00

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Averages		72 Pieces	144 Pieces
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.80¢	(5-10")	57.60	115.20
.85¢	(5-11")	61.20	122.40
.90¢	(5"-12")	64.80	129.60
$1.00	(6"-12")	72.00	144.00

Averages		72 Pieces	144 Pieces
$1.15	(6-13")	82.80	165.60
1.25	(7-14")	90.00	180.00
1.50	(7"-14")	108.00	216.00
1.75	(8"-14")	126.00	252.00

Now is not the time for shoot ‘em ups

Games come in waves: fighters, drivers, gun games, mazes, and puzzles. All have their place in coin-op lore. Probably no genre has more titles to its credit than fighters. The list would fill more space than allowed here. Drivers are considered “eternal,” but how many of those sit-down units can you fit in one location? If you shelled out a bundle for some really good ones, the next round of drivers will have to be exceptional to make you replace the ones that are now paid for and delivering a good return on investment.

And so it comes to pass that, having exhausted fighters and drivers, we come to a time for several gun games to hit the market simultaneously. I’m sure it’s purely coincidental that five gun games were shown at AMOA International Expo ‘98.

As I observed players and the games I couldn’t help but mutter under my breath: give them two red Parental Advisory System stickers for “animated violence strong” or “lifelike violence strong.” No way could these games go in the “mild” category. It seems to be bad timing for such games to emerge in a cluster when Congress is closely scrutinizing our industry. It doesn’t take much for some people to make a connection between make-believe shooting in a game setting and real-life shooting on the street or in the schoolyard, as has sadly occurred.

There is no simple answer to “Why?” when faced with violent acts performed by youngsters who have used real guns to take out their frustrations or resolve problems. Pointing the finger at games with big plastic guns produces more raised eyebrows than the greater impression (I feel) of a relative presenting a seven-year-old boy with a real rifle for a birthday or Christmas present.

A child who has received such a gift, has access to real guns (in the house for hunting or protection), is troubled at home and/or school, has difficulty functioning socially, and lacks coping skills may be headed for trouble.

It did not escape notice that during the televised Miss America Pageant in September, Miss Indiana’s platform was “personal commitment to preventing teen violence.” Each contestant had a cause to embrace, from “diabetes awareness” to “accepting differences through disability awareness.” Even beauty contestants are taking a stand against violence.

I grew up in the era of Westerns in both the movies and television, where shootouts were commonplace and the good guy prevailed over the bad guy. The lines of good and evil were clearly drawn. Many a time I saw a cattle rustler and known killer of innocent settlers get his comeuppance at the hands of the hero, grab his chest, and keel over into the water trough on Main Street.

What I did not see were his intestines flying out of his body and blood splattered everywhere. Although the hero’s pistols and his aim were deadly, he didn’t cause the damage inflicted by an automatic weapon. Gary Cooper didn’t use a military-style assault weapon in “High Noon.” Imagine “The Rifleman” as “The Uziman.”

It can be argued that the violence in gun games is not realistic because what’s depicted on the video screen couldn’t happen in real life. We don’t face mutants and zombies on a daily basis, although we might feel like it by the Friday afternoon of a tough week.

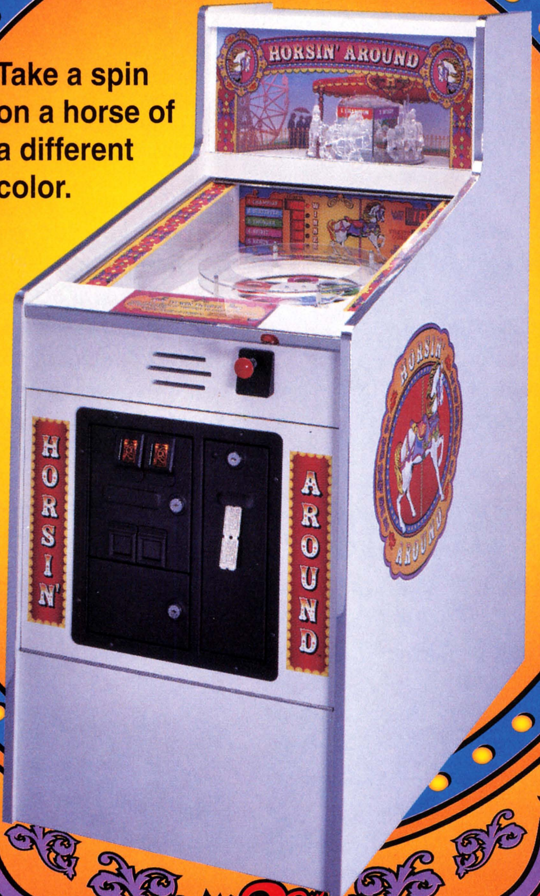
Excuse the pun, but I don’t want anyone to have ammunition to use against us. The industry is about challenges, healthy competition, and escapism. I’m concerned about the number of games that require red stickers. Some locations won’t allow these games. The industry needs to enlarge the range of locations that accommodate games, not limit them. Just because rating labels are affixed doesn’t close the book on the violence issue. Those old Westerns usually had a happy ending. We can’t guarantee the same today. ▲

Bonnie Theard
Managing Editor

We want to hear from you about any of the articles in this issue or topics you’d like to see.
Phone: 504/488-7003; FAX: 504/488-7083; e-mail: (news@playmeter.com).

HORSIN' AROUND

T.M.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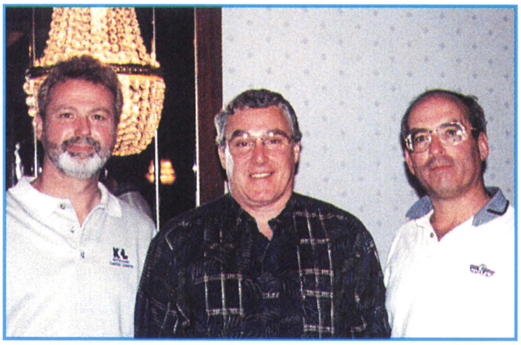
Warehouse acquires Colorado Game Exchange



From left: Chuck Ban Bebber and Dwayne Zarger (Warehouse of Vending and Games/Kansas) and Larry Potashnick (Warehouse of Vending and Games/Missouri).

After lengthy negotiations, Warehouse of Vending and Games of St. Louis, Mo., acquired the Colorado Game and Vending Exchange of Denver, Colo. The closing took place Oct. 9. The new company will be known as Warehouse of Vending and Games of Colorado Inc.

The general manager of the facility and partner is well-known industry figure Brian Duke. Duke is looking forward to relocating from California to Colorado, where he knows customers and the area due to extensive travel over his coin-op career.

Warehouse of Vending and Games partner Larry Potashnick commented that Duke "will be a great contribution to both our company and to this community."

Potashnick added that in conjunction with the transaction, the entire staff of Colorado Game and Vending Exchange has been retained, except for former president Rich Babich and his brother Mike, who will remain for a short period of time to assist in the transition. Rich Babich will then concentrate full-time on his arcade business.

Warehouse of Vending and Games came on the coin-op scene 12 years ago when personal friends Potashnick and Barry Schraier decided to form a business partnership and acquired Warehouse of Vending and Games in St. Louis, Mo.

Said Potashnick, "We have always featured three things: service, service, and service. In essence, that's one of the strengths we found in the Colorado operation—a very strong service core. We plan to maintain that quality and accentuate it.

"Our St. Louis office has grown and flourished, and we are proud of our Kansas City office. We have a wonderful partner there in Duane Zarger and a very strong staff."

Warehouse had been interested in expanding geographically where it made sense. "This is an area we felt provided a rich opportunity for us," said Potashnick. "The first objective is to get everyone comfortable, work with the customers, and further evaluate the needs of the marketplace."

Potashnick couldn't stress service enough. "One of the things you always find with us is that we are customer-driven," he said. "We give customers a chance to make suggestions, and we make an effort to do what's right for the marketplace."

Potashnick is quick to credit his "superior staff" at each office for the company's success. He also cites alliances with factories, the lines represented, and the desire to have good relationships with customers.

The new Warehouse of Vending and Games of Colorado Inc. is located at 2820 W. Ninth Ave., Denver, CO 80204; (800)999-3555; (303)893-4300; fax (303)893-8652.

Midway appoints Struhs

Mark Struhs

Speculation ran high when Mark Struhs recently announced his departure from Dynamo Ltd. after two decades. The suspense is over. Struhs has been appointed vice president of sales and marketing for Midway Games Inc.

In his new position, Struhs will be responsible for the domestic and international sales efforts for Midway coin-op video games as well as Williams and Bally pinball games. The Midway sales department represents the Williams and Bally pinball lines for Williams Electronics Games. Struhs replaces Rachel Davies, who remains with the Midway sales department as a vice president.

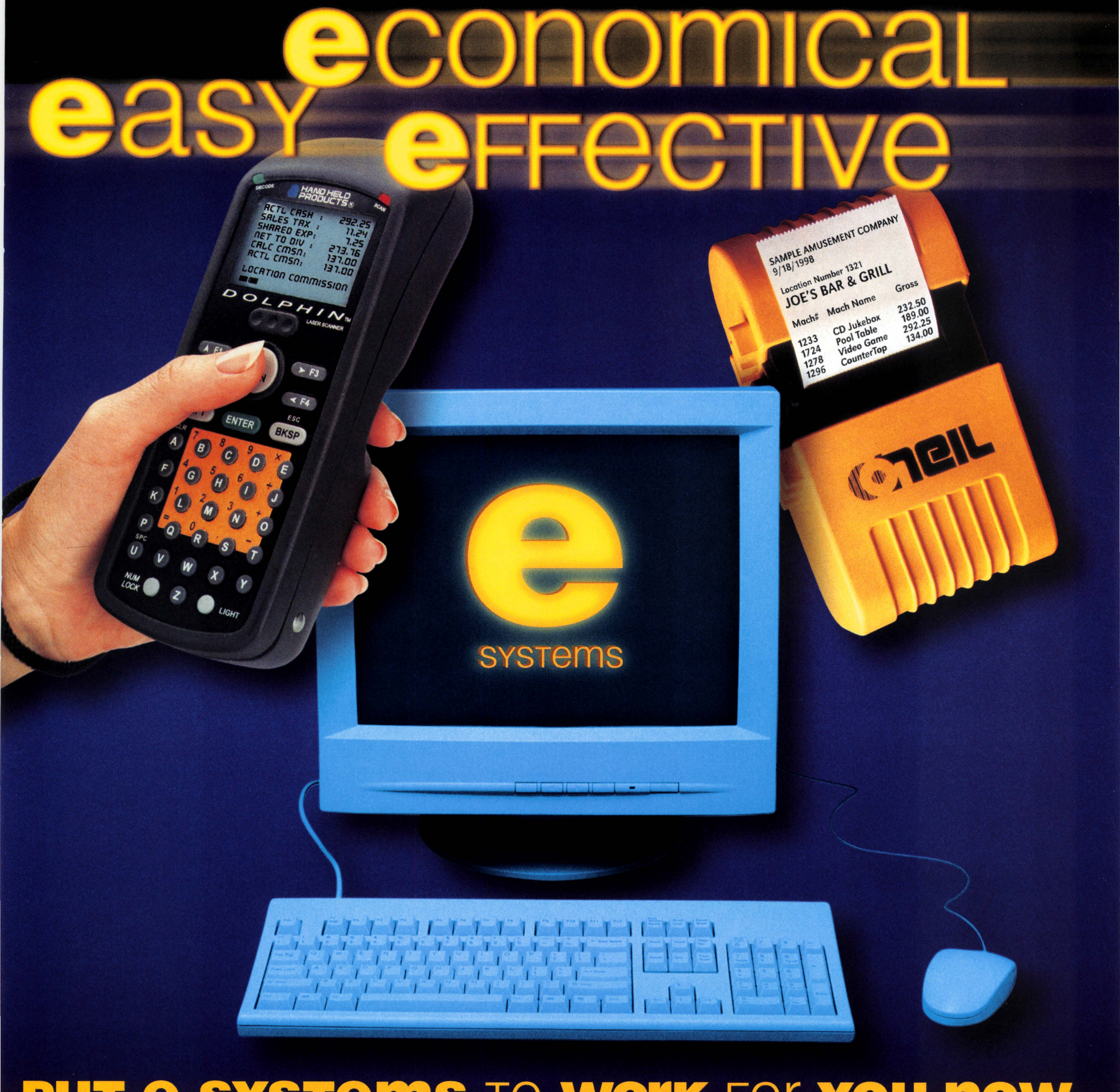
Ken Fedesna, executive vice president and general manager of Midway, praised Struhs for his "established reputation in the industry as an intelligent leader." He added, "We look forward to utilizing his vision and leadership to help expand Midway and the coin-op industry overall in the years ahead."

Struhs' tenure with Dynamo included experience in game production, contract manufacturing, video lottery terminals, and interactive kiosks. For the last two years he was president of Dynamo's Interactive Systems Division which focused on new market opportunities.

Struhs commented: "Midway, Williams, and Bally are three of the most highly regarded brands in the industry. It's a very exciting time to be joining this organization, based on some very impressive new video and pinball products that will be introduced over the next six months."

Among Midway's newest products are the 3D shooting game *CarnEvil,* the *NFL Blitz* sequel *NFL Blitz '99,* the *Touchmaster 5000* touch screen unit, and the Williams *Monster Bash* pinball.

Struhs can be reached at (773)961-1000; fax (773)961-1060. The company's Web site is (www.midway.com).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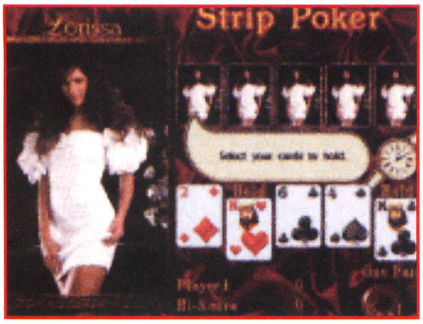
JVL announces Triple X disk

JVL has expanded its line of adult-oriented and erotic games with the introduction of the new Triple X CD-ROM for the company's popular *Concorde 2* touch screen countertop.

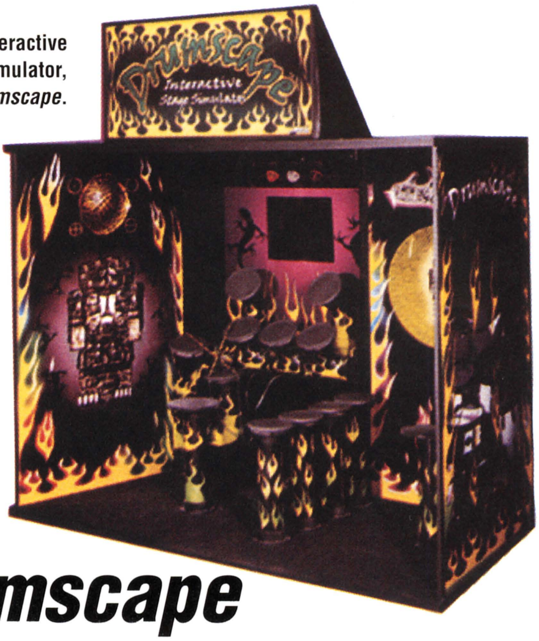
The U.L.-approved *Concorde 2* accommodates up to 54 games. The new CD will allow operators to update and expand game offerings and make further inroads into adult venues such as bars, nightclubs, and taverns.



Erotic games on the *Concorde 2* by JVL.

Said Mort Ansky, vice president of sales, "That segment of the touch screen market is important for us, and our new CD is a great way for operators to experience the earning power of our machine. As entertainment, the touch screen product in those types of venues has been equally appealing for women as for men."

If operators are finding it difficult to get their hands on the new *Concorde 2*, it's because the current production run has sold out. JVL executive vice president Jerry Gordon commented, "We've had to add an additional shift to our plant so we can meet demand heading into fall. Countertops comprise the leading segment of our industry, and I'm glad people are seeing our product as contributing to part of that growth. It really has a lot to offer operators and customers." For more information, contact JVL, (800)296-6657.



Devecka's interactive stage simulator, *Drumscape*.

Drumscape receives high praise

Devecka Enterprises' *Drumscape*, an interactive stage simulator, has been garnering high praise from players and coin-op industry members. *Drumscape* allows anyone to join his favorite band in the performance of songs or to sound like a one-man-band via "jam mode." Some comments recently heard at trade shows and through phone-ins are: "This industry has been looking for something new, and this is definitely new;" "*Drumscape* is ground breaking, trend setting, and revolutionary;" "The graphics are amazing;" "I feel like I'm really performing live with the band!"

Drumscape's music list can be updated, keeping the format fresh for players. Also, Devecka is working with a number of celebrity drummers to be available for promotions at *Drumscape* operator locations and to judge annual *Drumscape* championship contests. Betson Enterprises has been instrumental in helping Devecka create the production model. Yamaha is responsible for supplying all *Drumscape's* professional drum equipment. For more information, contact Devecka, (305) 493-1999; fax (305) 655-3384.

Play-By-Play is awarded licensing rights for Garfield

Play-By-Play Toys and Novelties has been awarded the Paws Inc. licenses to design, manufacture, and distribute plush and novelty items based on the Garfield comic strip within the United States, Europe, and Canada.

Play-by-Play will design and manufacture a wide assortment of plush and novelty products for distribution to the following market segments: amusement parks, family fun centers, arcades, and premium. The product line will include several hundred SKUs including plush families, basketballs, pens and pencils, stickers and erasers, flying disks, fans, mouse pads, handheld games, paddle balls, yo-yos, rubber balls, puzzles, wallets, and other novelty items.

Jim Davis, Garfield creator, stated, "I am excited about our new agreements with Play-By-Play. Their ability to take Garfield to the international market will have a positive impact on our program, and the added visibility will lend positive support to Garfield licenses worldwide. The timing of our agreements also ensures that a complete line of Garfield products will be available for the upcoming park season."

Mark Gawlik, president and chief operating officer of Play-By-Play, commented, "We have enjoyed an excellent relationship with Paws Inc. over the past few years with our European Garfield products, play-face pillows, and other retail products. Garfield is a timeless, popular character recognized throughout the world, and we are looking forward to developing and distributing products which depict the essence of this wonderful character."

For more information, contact Play-By-Play, (800) 426-2211; fax (210) 824-6565.

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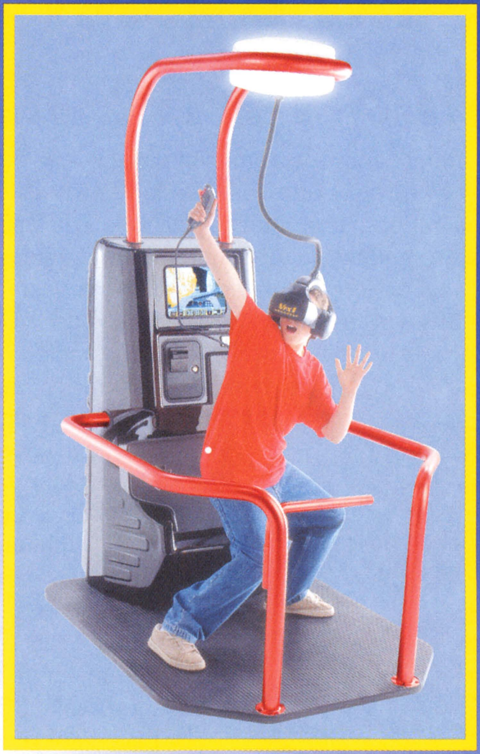

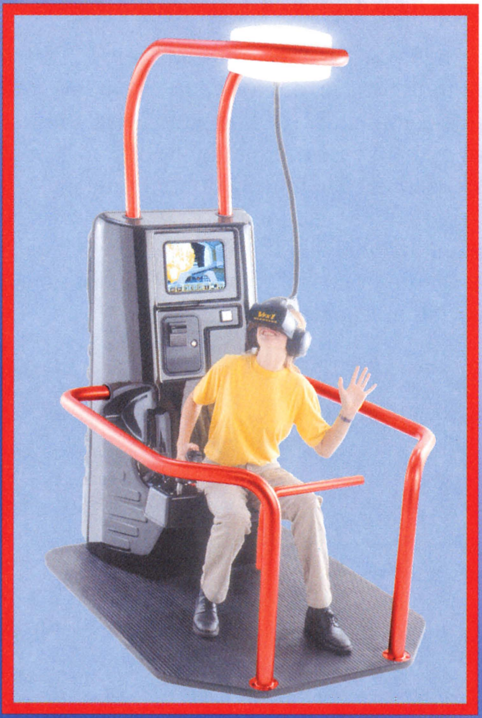

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Dave & Buster's opens 15th store

Entertainment and restaurant complex Dave & Buster's opened its newest store and 15th U.S. location in Palisades Center Mall in Rockland County, New York. The Palisades Center is a two million-square-foot retail/entertainment development that projects 20 million visitors per year.

Dave & Buster's co-founder and co-CEO Buster Corley said, "This was a hugely successful opening, and our management team is now focused on two more stores we'll open within the next 12 weeks."

Added co-founder and co-CEO Dave Corriveau, "With our 15th location we've tripled our store base since we went public in 1995. The company will double its base to 30 stores by the end of year 2000."

The next domestic store openings will be in Orange, Calif., and Columbus, Ohio. Dave & Buster's has opened two locations in England (Birmingham and Bristol), part of a planned seven store agreement with Bass Plc. There are also two additional international licensing agreements for the Pacific Rim areas of Taiwan, Hong Kong, and China, and the European countries of Germany, Austria, and Switzerland. For more details, call Dave & Buster's, (214)357-9588.

MARS ELECTRONICS INTERNATIONAL

Mountain Coin/Denver factory-trained technicians in their new parts and service department.

Mountain Coin of Denver expands service

Mountain Coin Machine Distributors in Denver, Colo., has expanded its parts and service department to include 5,500 square feet of space. The expansion features an authorized Mars Electronics service center in addition to outside service and delivery.

To reach the parts and service staff, call (800)654-2646.

Benchmark prevails in patent suit

In late September a jury in the U.S. District Court for the southern district of Florida found in favor of Benchmark Entertainment LC of Pompano Beach, Fla., in a patent infringement case brought by Benchmark against Seidel Amusement Co. Inc. of Albuquerque, N.M.

Benchmark claimed infringement of its Roll for Gold patent by Seidel in the manufacture of Seidel's *Smokin' Token* game. A jury of eight found unanimously for Benchmark that its patent was infringed.

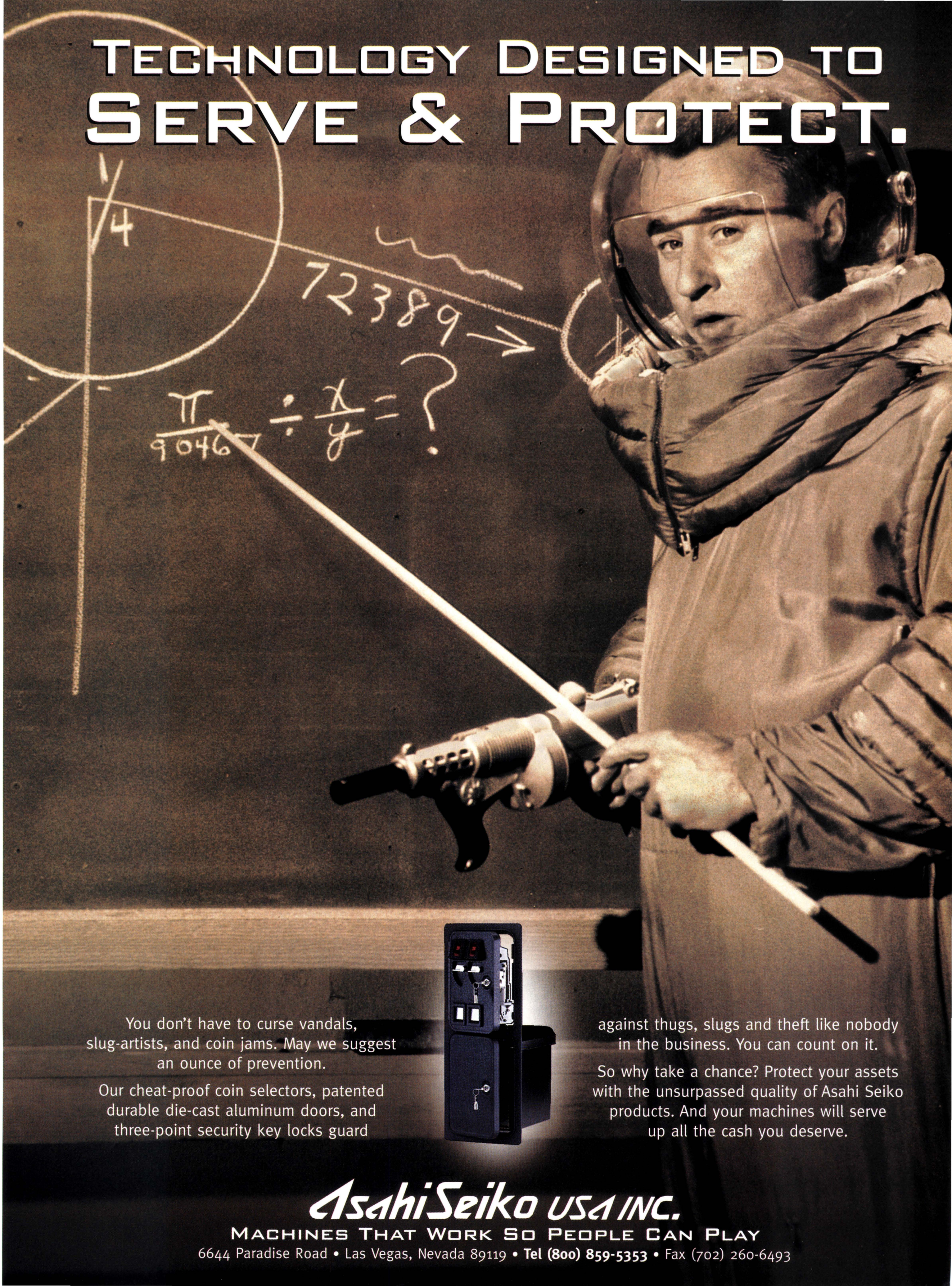
Dynamax debuts Titan 3D System

Dynamax will demonstrate its new Titan 3D projection system at the upcoming IAAPA in Dallas, Texas, Nov. 16-21. The system enables images to come out from the sides of the screens and move seamlessly across and throughout the viewing plane.

There are no columns separating screens, which allows Dynamax to program 3D stereoscopic images to move fluidly from side to side or around the viewing audience.

Dynamax's proprietary all-digital HDPS playback system and specialized programming, in tandem with three pairs of data projectors, create an image 18 meters tall and up to 30 meters wide projected onto a curved screen. The system delivers a stunning electronic image in excess of 2,500 lines of resolution with quality surround-sound at a fraction of the cost of comparable film-based systems.

The Titan 3D technology will be unveiled at the Thomson Entertainment booth. Thomson is the main distributor for Dynamax in major territories. A presentation film will demonstrate the possibilities of Titan 3D, which, combined with the new Thomson T10 open seat motion platform, will deliver the Wow! factor usually associated with theme park attractions. The complete Dynamax ride library, as well as its 3D Static Cinema and presentations of fully themed attractions, will be presented at the Dynamax booth across from Thomson's booth.



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AAMA reinforces operator role

The American Amusement Machine Association (AAMA) is serious about promoting the coin-op industry and the role of the coin machine operator in today's entertainment world. To that end, the association has invested in a high-tech multimedia video/slide presentation for use at a variety of trade events.

The presentation made its debut at the Nightclub and Bar Show in August and then at The Waterpark Show in October. Angela Orlando of AAMA and Dave Courington of Valley-Dynamo conducted the October session. The presentation covered such areas as how specific types of coin-op products increase the bottom line, the operator's role, and how placement of coin-op games has changed the overall atmosphere of locations.

Orlando said, "One of the key goals in this presentation is to appropriately show the role of the operator. It's our job to convince location owners that it's best to work with a local operator. Our theory is if you're going to put in coin-op, we're where you want to start!"

In other AAMA news, the association displayed a new traffic-stopping booth at the Fun Expo in October. AAMA will also use the new booth at the IAAPA Convention and Trade Show this month. New handouts explain the theme AAMA has adopted: "A world of fun and games." The booth and the slide/video presentation are under the direction of the Location Trade Show Marketing Program.

Playing *NFL Blitz '99*, (l-r): Mark Turmell, Sal DiVita, John Bailon, and Scott Walker. Bailon and Walker won first place in the Distributor/Operator Challenge.

NFL Blitz '99 winners

AMOA International Expo '98 attendees will remember the crowds around the Midway Games booth during the Distributor/Operator Challenge on the company's new *NFL Blitz '99* sequel to the popular *NFL Blitz.*

The final game was close, pitting John Bailon of Southern Hills Golfland in Stanton, Calif., and Betson West's Scott Walker, competing as Team Lotz, against Kent Kingston of Able Amusement in Las Vegas, Nev., and Carson Jenkins of Mountain Coin/Salt Lake, competing as Team Mountain. Bailon and Walker came out on top.

Bailon earned a brand-new dedicated *NFL Blitz '99*, and Walker took home $1,000 in cash. Kingston won an *NFL Blitz '99* kit and Jenkins walked away with $500 for second place. Craig Cohoon of Moss Distributing and Bill Hiskey of U.S. Amusements, both in Des Moines, Iowa, took third place as the Iowa Boys team.

Pat Fitzgerald, manager of promotions for Midway, said, "It was great to see how many operators and distributors teamed up in this tournament to show off their abilities on *NFL Blitz '99.*"

The game offers players a unique opportunity to create their own plays, either at the arcade or at home. *NFL Blitz '99* has a Nintendo 64 card reader that allows players to create new plays on the home version of *NFL Blitz* and use them on the new coin-op *NFL Blitz '99.*

NFL Blitz '99 designer Mark Turmell said, "With hundreds of home games advertising the coin-op game, we expect the card reader tie-in to have a significant impact on the number of players looking for *NFL Blitz '99.* They get the current rosters, more stadiums, new moves, and features, but they can't take those advanced features home with them." For more information, call Midway Games, (773)961-1000, or check the Web site (www.midway.com).

Condolences

We've learned from the Ohio Coin Machine Association (OCMA) that two coin-op industry veterans from Ohio have passed away. Thomas "Dick" Rich of Gem Music and Vending in Dayton died July 7. Norton B. Robinson, retired from Associated Vending, died Sept. 18.

Rich had been with Gem Music for over 37 years. He served as an instructor at numerous service schools and was on the OCMA education committee. Rich is survived by his wife Johanna, son Michael, daughter Pam, and two grandchildren.

Robinson, father of Steve Robinson of Associated Vending, retired from the company in 1992 and had been residing in Del Ray Beach, Fla. Robinson is survived by his wife Annette, sons Steve and Ron, daughters Shelly and Marlene, and seven grandchildren.

Heartfelt sympathy is extended to their families. Both Rich and Robinson will be sadly missed by friends and associates who knew them over their long careers.

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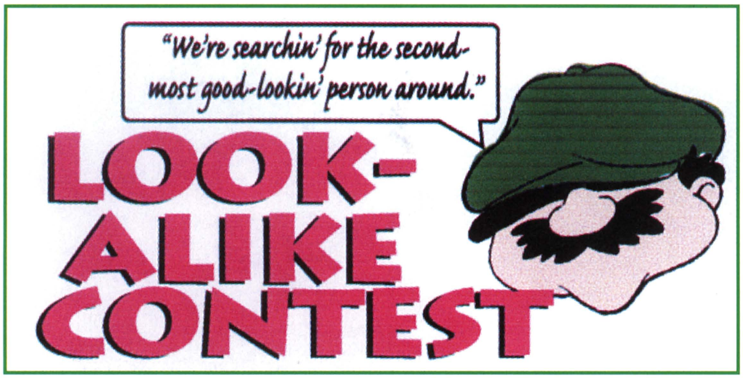
Ernie's Tourney central to Valley tournaments


"We're searchin' for the second-most good-lookin' person around."
LOOK-ALIKE CONTEST

Ernie's Look-Alike Contest is one of the highlights of Valley's Ernie's Tourney.

During the recent AMOA International Expo '98, Valley Recreation Products kicked-off its Ernie's Tourney promotion for '98/'99. According to Ernie's Tourney director Gregg Elliott, "We're taking what we have and tweaking it a little to make it even more fun."

Valley decided to revolutionize electronic dart tournaments earlier this year with a new, lighthearted approach to dart competition. Ernie's Tourney begins with local operator-run qualifier tournaments with winners in three levels (A, B, and C) advancing to the National Championships in Las Vegas in July. Finals events include Men's and Women's "Team USA" (winners go to the World Championships); Men's Level A, B, and C Singles; Women's Level A and B Singles; Rapid Fire; Draw Your Partner Doubles; and assorted minitournaments.

Over 100 local qualifier tournaments were held since January, run by operators nationwide, involving over 10,000 players. Hundreds of players qualified for the finals in Las Vegas, representing 15 states and 30 operators. Now it's time for the fall start-up of Ernie's Tourney.

Scott Schroeder, vice president and general manager of the Valley electronics division, said, "We proved that the way to increase player participation and coin drop for the operators is to open up the competition to players of all skill levels and make it more about fun and big prize money. By having different levels and being creative with events, drawings, and giveaways, we've given our dart tournaments a whole new dimension. This year's tournaments were different from anything Valley has ever done before, in fact, different than anything we've seen before. Both players and operators responded enthusiastically."

Off-the-wall events, like Best Throwing Form, Loser's Anonymous Club, Bad Hair Day Match, and the Ernie Look-Alike Contest, were a big success. Likewise, prizes such as Ernie's Own Conditioner (actually a motor oil) guaranteed to lubricate dry hair, as well as Ernie's Own Dart Set that guarantees a bulls-eye every time (voided by careless throws, of course) increased play.

One operator participant said, "Tournaments Like Ernie's Tourney and ongoing leagues are the key to an operator being profitable and successful. Leagues are what it's all about. Part of it is competing with others, but it's also the social aspect—being around other dart players and having a good time. And the tournaments, well, if they're done right, are just like one big dartin' party."

To jump on the Ernie's Tourney party bandwagon, call Gregg Elliott, (800)544-1346. To obtain more information on dart leagues and promotions, contact Valley, (800)331-5420.

New jukebox hits compilation service

Tom Thacker, founder of Hot Hits, has announced the formation of a new CD jukebox hits compilation service, Top Ten Compilations. Each Top Ten release will include ten current chart hits in six jukebox-friendly music formats: pop, modern rock, country, urban, dance, and Latino. New volumes will be introduced every six to eight weeks and will be sold through jukebox one-stops.

"I don't think it's necessary to gouge customers in order to deliver a quality product that will help jukeboxes earn money," said Thacker. "With Top Ten we're doing a lot of things differently. It's the right content at the right price. We're not going to rush new releases until we're sure every song is a hit. We're also introducing new formats like modern rock, urban, and Latino, which are more in step with today's CD jukebox locations. It's just a better mousetrap." For more details, call Top Ten Compilations, (888) 322-0014; fax (615) 342-0013.

From left: Top Ten Compilations' president Tom Thacker, music consultant Penny Candy Oller, office manager Andrea Searcy, music consultant Jason Hoffman, and vice president of sales Joe Light.

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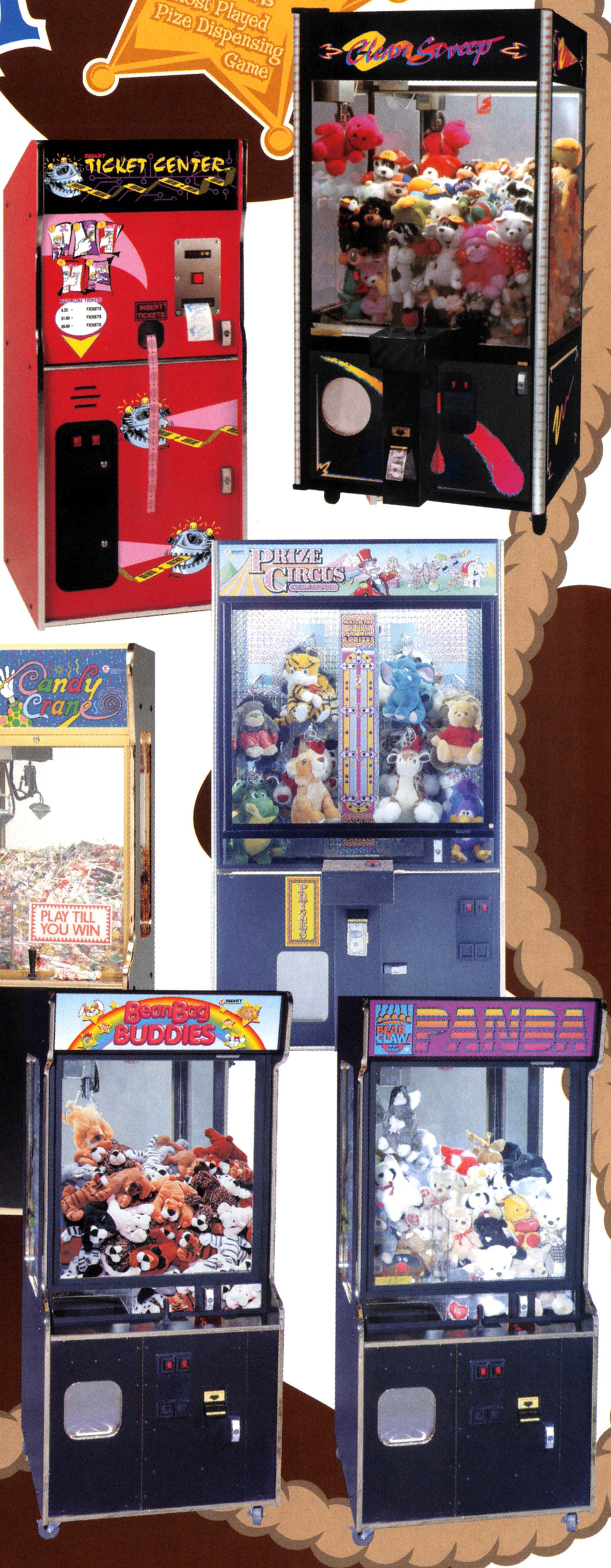
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Atlus teams with NHL

Atlus Dream Entertainment has acquired a licensing agreement with the National Hockey League (NHL) to feature logos from each of the league's 27 teams on the frame designs available in the Atlus *Print Club* photo sticker machines.

This agreement marks the first photo sticker licensing agreement with a pro sports league in the United States. Background frames feature NHL team logos, including the expansion Nashville Predators and updated logos for teams such as the Los Angeles Kings.

Print Club offers 27 different frame designs. In addition to the NHL, other licensing partners featured on frames include Sanrio's Hello Kitty characters; Sony Signatures including Leann Rimes, Celine Dion, and other musical talents; and Stewart Moskowitz's Dinky Dinos characters.

Patrons can chose from 27 different frames in Atlus Dream's *Print Club*.

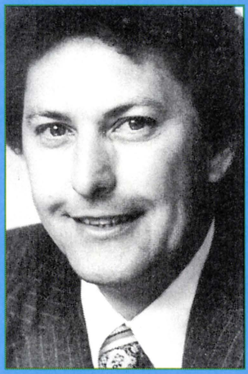
Atlus Dream president Daizaburo Sakurai said, "We continue to explore and expand our product line. We hope to continue to add high-quality partners such as the NHL so that we may provide our customers with what they want: a wonderful and individual souvenir."

In related news, American Photo Booths Inc. of Alexandria, Va., Atlus Dream Entertainment Co. Ltd. of Irvine, Calif., and its parent company Atlus Co. Ltd. of Japan, and Image Dynamics LLC of Grande Prairie, Texas, jointly announced the settlement of the two lawsuits that had been pending between them in U.S. District Court in Los Angeles, Calif.

Atlus Dream, Atlus Co., and Image Dynamics, which manufacture and sell *Print Club,* and American Photo, which manufactures and sells *StickerStation* machines, have reached a mutually agreeable resolution of all disputes. Under the settlement, the parties have agreed to cross-license certain patent rights.

For more on Atlus Dream's *Print Club*, check out the Web site (www.printclub.com).

Lentz joins World Wide



Bob Lentz

Bob Lentz has joined the staff of World Wide Distributing as a sales executive. Lentz, a 22-year industry veteran, has held posts with various manufacturers, including Merit Industries, Williams Electronics, NSM, and Seeburg. He can be reached at World Wide's Chicago, Ill., office, (800)572-4285; fax (773)384-0639; e-mail (wwdi@ix.netcom.com).

Vivid Group launches Virtual HorseRacing

Vivid Group makes it possible to become a famous jockey like legend Willie Shoemaker or current talent Eddie Martin with its new Virtual HorseRacing simulator, the newest in the company's series of patented Gesture Extreme GX products.

Vivid Group recently installed the first simulator in The Museum of the Horse in Ruidoso, N.M. The second spot to offer the simulator is Hollywood Park in Los Angeles, Calif.

Players are put into actual saddles and appear astride a computer-animated thoroughbred racehorse. Gates fly open, and the race begins. Players hold the reins and swiftly move around the track.

According to Vincent J. Vincent, president of Vivid, "By bucking up and down, backwards and forwards in the saddle, players encourage their horses around the course by essentially 'pumping' them into going faster. Vivid's advanced video tracking techniques enable realistic and responsible control over the speed of each horse in the race."

Commentary is provided by a Hollywood Park legend who announces race standings. After each race, jockeys are shown riding into the winner's circle and posing for photos in a wreath of flowers.

Scott Wells of The Museum of the Horse commented, "The simulator really drives home the incredible level of fitness that jockeys possess. We had to add a shorter race to the simulator since people were climbing off the horses completely exhausted after running the standard length race distance. This game has already changed the atmosphere of the museum."

For more information, contact Vivid Group, (416)340-9290, ext. 222; fax (416)348-9809; Web site (www.vividgroup.com).

Coastal to debut six games at IAAPA

Coastal Amusements is slated to introduce six new games at the upcoming IAAPA Convention and Trade Show this month. Novelty games in the mix are the cash register-themed roll down *Loose Change* and the three-player, triangular water race game *Splash Hit*.

In addition, there are four new coin pushers from Harry Levy that will appear for the first time; the three-player half-round *Jungle Jive;* the three-player half-round *Circus Parade*; the eight-player round *Car Wash;* and the two-player basketball-themed *Slam Dunk.*

For more information, call Coastal, (732)905-6662; fax (732)905-6815; e-mail (sales@coastalamerican.com).

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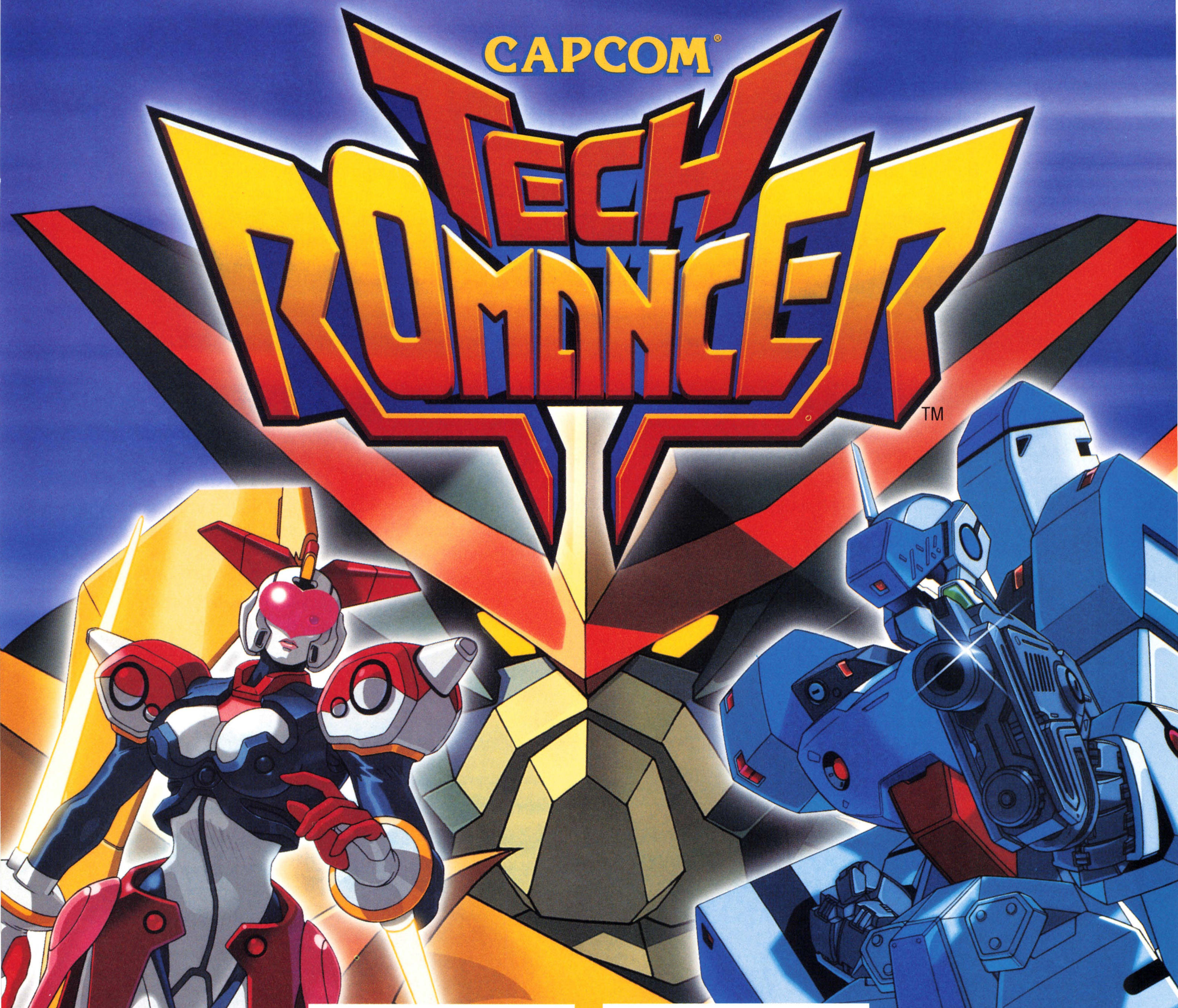

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Quantum3D and Midway partnership

The Voodoo Banshee-powered 16 MB Raven graphics board delivers state-of-the-art 3D game performance, first-tier game bundle, and superior 2D desktop productivity.

Quantum3D and Midway Home Entertainment Inc. have announced the availability of the Raven 3D/2D graphics accelerator with a 'hot three' game bundle. Based on the latest-generation Voodoo Banshee chip from 3Dfx Interactive Inc., Raven provides integrated 3D/2D acceleration on a single high-performance board.

Raven comes bundled with three full versions of arcade and console game titles. *NFL Blitz, Rush the Rock-Alcatraz Edition,* and *GEX: Enter the Gecko* are offered simultaneously with Midway's launch of *NFL Blitz* for the PC. Raven provides high-end Voodoo2-based 3D quality at a low-end price.

"This is a great board with a killer game bundle. We believe 3D game enthusiasts will find Raven to be a perfect upgrade for their Pentium-class systems," said Rick Bess, vice president of marketing at Quantum 3D. "Raven provides world-class 3D with the latest generation 2D acceleration available in the market."

Midway Games Inc, Midway's parent company, has been using 3Dfx technology for coin-op titles for approximately two years. "As a leader in coin-op entertainment, Midway is proud to see our tier-one games on the home PC with Quantum3D's Raven product," said Justin Heber, vice president of business development at Midway Home Entertainment Inc. "We are excited to establish our relationship with Quantum3D in the consumer market."

Raven also incorporates best-of-breed 2D, including cutting-edge 128-bit VGA acceleration for fast graphics in productivity and Internet applications. Raven also enables full 30 frame-per-second video and built-in DVD acceleration for next-generation entertainment.

"Raven is an ideal accelerator for home PC owners that want an engaging visual experience," said Michael Howse, vice president of corporate marketing and business development for 3Dfx Interactive. "The Voodoo Banshee accelerator gives customers access to the best and widest selection of 3D-accelerated games. By the year's end, some 500 games of all genres will be optimized to work with 3Dfx technology.

Voodoo Banshee was the top-rated accelerator in 3D Winbench testing 98 supervised by Mercury Research, Aug. 10. Raven combines 3D game performance and enhanced desktop productivity, featuring: support for hundreds of games, with optimization for all major gaming APIs, including OpenGL and Direct3D, plus the acknowledged standard for gaming, 3Dfx Glide; 16MB of high speed SDRAM dedicated graphics memory; advanced 3D texturing with perspective correct texture mapping and trilinear filtering; superior 1600 x 1200 3D resolution; integrated 250MHz RAMDAC; 100 Megapixel fill rate with LOD MIP mapping, z-buffering, and alpha blending; fast 2D acceleration through an internal 256-bit datapath for optimized memory usage; 128-bit VGA memory architecture; hardware support for Microsoft GDI and DirectDraw; and full frame-rate DVD video acceleration, including HDTV quality resolution.

The Raven is available from Quantum3D, as well as at national retail chains including Babbage's, Best Buy, Electronic Boutique, Ingram Micro, and Pacific Magtron Inc. For more information, contact Quantum 3D, (408) 919-9999; fax (408) 919-9980; Web site (www.quantum3d.com).

Triton Systems announces new product at NACS

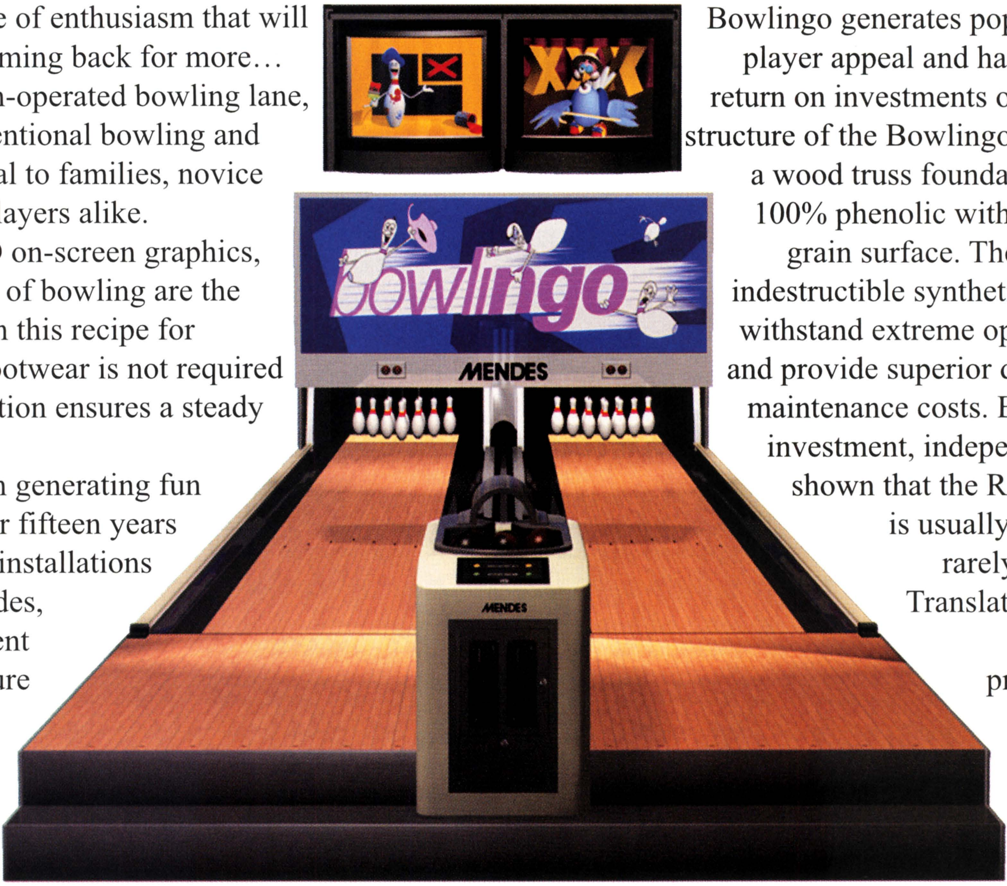
Triton Systems Inc., manufacturer of cash-dispensing ATMs for off-premise locations, participated in the National Association of Convenience Stores (NACS) 1998 Convention & Exposition. At the show, Triton showcased several products and technologies in its booth.

Products demonstrated included a new approach to full-motion video advertising on the ATM "topper;" a Triton 9640 ATM model capable of dispensing items such as stamps, coupons, prepaid telephone cards, and other media using friction-feed vs. vacuum dispensing technology; a Triton ATM using Cellular Digital Packet Data (CDPD) transmission technology; the new SuperScrip scrip terminal, a multifunction dispenser of scrip cash vouchers, coupons, tickets, and more that features customized advertising capability; as well as the 9600 series cash-dispensing ATM.

"To sustain our own growth and the rapid growth of the off-premise ATM market, we've been able to consistently exceed what customers and our distributors have come to expect," said Dr. Burdette.

Triton's newly appointed vice president of sales and marketing is Ken Paull. For more information, contact Mary Edith Dressel of Triton Systems, (800) 367-7191, email (mdressel@trtn.com); or Chris Pillsbury of The Stephenson Group, (805) 772-9129, e-mail (cpillsbury@stephensongroup.com).

RIDE THE WAVE

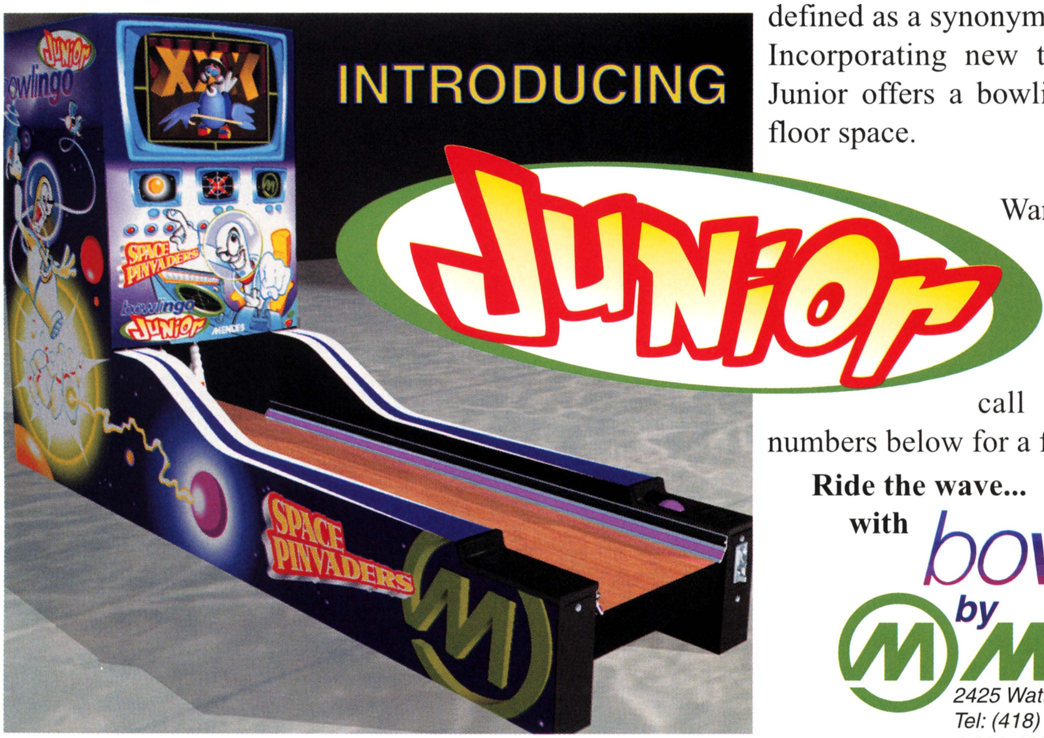


Create a tidal wave of enthusiasm that will have customers coming back for more… Bowlingo, the coin-operated bowling lane, smaller than conventional bowling and developed to appeal to families, novice and experienced players alike.
Lights, sounds, 3D on-screen graphics, and the enjoyment of bowling are the main ingredients in this recipe for success. Special footwear is not required and the coin operation ensures a steady flow of players.
Bowlingo has been generating fun and profits for over fifteen years with thousands of installations worldwide in arcades, family entertainment centers, pubs, leisure centers and retail outlets, not to mention actual bowling centers.

Bowlingo generates popularity along with player appeal and has one of the fastest return on investments of the industry. The structure of the Bowlingo system is built on a wood truss foundation. The lanes are 100% phenolic with a simulated wood grain surface. The result: a virtually indestructible synthetic lane designed to withstand extreme operating conditions and provide superior durability with low maintenance costs. Based on the initial investment, independent studies have shown that the R.O.I. for Bowlingo is usually a few months and rarely more than a year. Translation: Bowlingo is a solid investment providing flexibility that will continue to meet your evolving needs down the road.

NEW FOR 1999: INTRODUCING THE ALL NEW BOWLINGO JUNIOR

Mendes introduces Bowlingo Junior, a true arcade version of Bowlingo. This exciting and rewarding game is defined as a synonym to family, fun, and entertainment. Incorporating new technology in a smaller casing, Junior offers a bowling game to anyone with limited floor space.



Want to add more excitement to your center? It's easy with Bowlingo and Bowlingo Junior from Mendes. To find out more, contact your Mendes sales rep or call Mendes today at one of the numbers below for a free Bowlingo brochure.

Ride the wave...
with bowlingo®
by MENDES

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1.800.463.4825 (Canada) ● 1.888.933.0035 (USA)

NDA releases new Tournament Incentive Program

Several states have voluntarily required dart players in their state tournaments to be National Dart Association sanctioned. "These states have seen steady increases in the size of their tournaments and the number of NDA charter holders in the state," said NDA executive director Leslie Murphy. Indiana and Iowa are the first to officially sign onto the TIP. We expect additional states to approve the program in the coming months."

The TIP gives a consortium of NDA charter holders incentives for running a tournament that only allows NDA sanctioned players to participate. These incentives provide needed funds and player recognition to support the consortium's tournament, reducing the burden for NDA charter holders.

In order to participate in the TIP program, among other qualifications, a consortium must be a state association of the AMOA or a group of no less than five charter holder members of the AMOA-NDA located within a geographic state. Benefits include a rebate to the consortium of 50 cents per player sanctioned between June 1 and Dec. 31 from the NDA charter holders that comprise the consortium and NDA Team Dart Dollars. For more information, contact the NDA, (800) 808-9884; fax (317) 387-0999; e-mail (ndastaff@nda.org).

VALLEY
GALA
Leslie Murphy, executive director of NDA.

Orange County Pinball opens new facility

Orange County Pinball and Video, recently joined by equity partner and director of sales and marketing John Ridgway, will be moving into a new facility. The company hopes that this facility will become a model of how operators should be treated by a distributor: fair prices on equipment coupled with a high level of customer service.

A former employee of Betson West, Ridgway, in an open letter to the coin-op industry, said, "I want to thank the industry for the support that I have been personally given during this period. I hope that you will be as gracious and supportive when I 'spring' into action once again following the opening of our new facility. I would like to extend a personal invitation to all area operators: this is your new facility. Please let us know if there is anything we can do to improve once we come online."

For more information, contact Orange County Pinball and Video, (714) 632-5554; fax (714) 632-0507; e-mail (ridgfam@aol.com).

CES highlights information technology

Information technology experts will be on hand Jan. 7-10 in Las Vegas, Nev., to showcase the full spectrum of consumer products at the 1999 International Consumer Electronics Show–the Source for Consumer Technologies. A comprehensive conference program and keynote address will feature industry experts and provide insight on the latest, and future, trends in information technology.

Among the exhibitors at CES are leading computer hardware and software companies, including: Cisco Systems, IBM, Imation, Intel, Network Computer Inc., Microsoft, Sun Microsystems, Texas Instruments, and Toshiba.

An extensive program of CES Conference Sessions will cover the latest trends in the computer/convergence marketplace. Attendees can choose among a variety of information technolgy-focused sessions, with topics such as: the emerging retail market for set-top boxes, Web access devices, the sub-$1000 PC market, small office/home technology solutions, wireless and mobile technologies for corporate "road warriors," handheld PCs, smart car technologies, high-speed bandwidth delivery systems, and several sessions on E-commerce.

For more information, contact the Consumer Electronics Manufacturers Association, (703) 907-7600; fax (703) 907-7601; Web site (www.CESweb.org).

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Get set for a bigger, better, more fun-filled Ernie's Tourney '99. It's the tournament that brings in new players -- and helps make them regular players who'll increase your coin drop year 'round!

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Ernie's Tourney is for men and women of all skills, with competition for A, B and C levels. *Anyone* can participate!

CONTINUOUS, FUN-FILLED PARTY.

Ernie's Tourney is not just a one-time event. It's a continuous, all-league season party with on-going drawings for prizes and fun-filled contests that keep players interested and coming back.

OFF-THE-WALL EVENTS.

From local qualifier competition to the finals in Las Vegas, Ernie's Tourney is a series of off-the-wall events like: "Ernie Look-Alike Contest," "Best Throwing Form," "Bad Hair Day Match," "Losers Anonymous," "Ernie's Luck O' the Draw" and more.

PRIZES. PRIZES. PRIZES.

Jackets. Polo Shirts. T-Shirts. Ernie's special "Guaranteed Bullseye Every-time" dart sets. Ernie's Tourney Souvenir Pins. And "off-the-wall" prizes too numerous to mention.

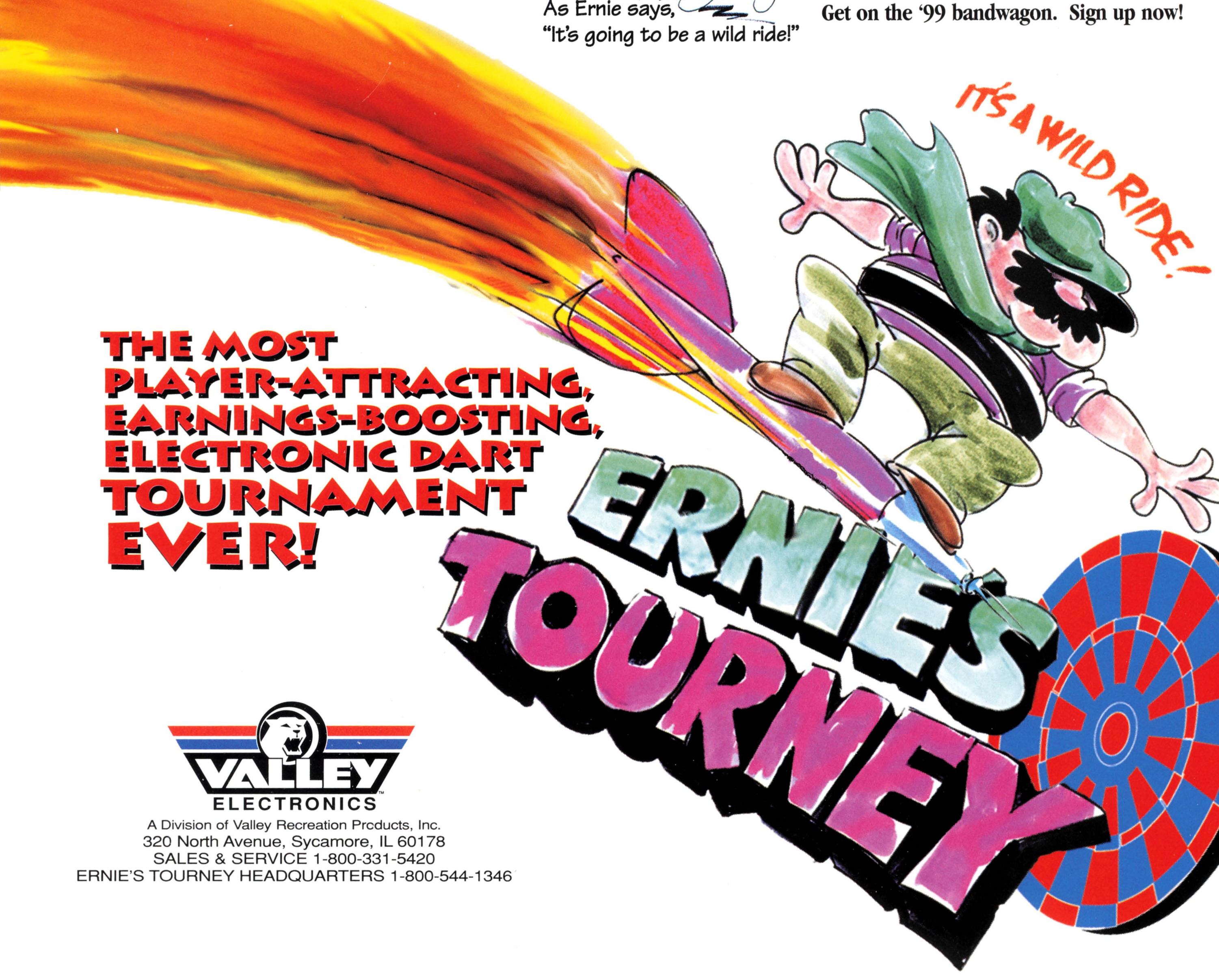
SIGN UP NOW!

You have until December 31 to sign up, but the sooner you get started, the more fun -- and profit -- you'll have. We help you set up and run the tourney with a how-to guide book, prizes, in-bar posters -- everything you need except players. But judging by last year's turnout, that's no problem. Over 10,000 players participated in Ernie's Tourney '98 -- held & run by operators nationwide -- and hundreds of winners in all three levels went on to the National Finals in Las Vegas.

Get on the '99 bandwagon. Sign up now!

THERE'S NOTHING LIKE IT!

As Ernie says,
"It's going to be a wild ride!"



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IAAPA celebrates carousels in 1999

The International Association of Amusement Parks and Attractions plans to commemorate the close of the 20th century with a global celebration of the carousel and its integral role in the history and appeal of the amusement industry.

Similar to IAAPA's "International Year of the Roller Coaster" campaign in 1996, the upcoming celebration will be driven by worldwide, facility, and supplier participation in numerous events and activities related to carousels. The association will work with the Creative Intelligence Agency of Calgary, Alberta, Canada, and Ogilvy Public Relations Worldwide of Washington D.C. to promote the campaign and supply IAAPA members with general guidelines and materials for taking part in the celebration. Groups such as the National Carousel Association will be important partners in this endeavor.

"The magic of the carousel is universal and timeless, for it transcends both geographic borders and countless generations," stated John R. Graff, IAAPA's president and CEO. "Thus, as we prepare to enter the next millennium, 1999 is a perfect time to recognize and proclaim the continuing enjoyment provided by carousel and amusement facilities all around the world."

Several kick-off activities will take place at the IAAPA 1998 Annual Convention and Trade Show in Dallas, Texas, Nov. 18-21. For more information, contact IAAPA, (703) 836-4800; fax (703) 836-4801; Web site (www.iaapa.org).

IAAPA will lead a worldwide celebration of carousels, such as this one on the beach in Cannes, France, throughout 1999.

Camber bringing 3D Stargazer Theatre to IAAPA

Camber Entertainment has announced that it will install its 3D Stargazer Theater in the Houston Galleria. In collaboration with Nickels and Dimes, which commissioned the theater for their newest location in the Galleria, at IAAPA Camber will be operating a seven-seat version of the 14-seat system ordered, with a range of new 3D ride film titles in addition to its existing ride film portfolio.

The theater's seven-seat pod will be mounted on a full six-dof motion base with digital control. The theater will use light valve projectors and software supplied by German film company ILFO.

At IAAPA Camber will also unveil plans for the new Morphis ESP, available in January, and announce a launch deal for six of the new machines. This 6/8 capsule simulator offers the technology and styling of the Morphis product, combined with features for the smaller venue operator, including an electric motion platform, small footprint, and both passive ride and interactive skill-game modes.

Camber's mobile Morphis rig will also be on display. Themed for the U.S. Space and Rocket Center, the 14/20 seat mobile simulator offers visitors a "Mission to Mars," modeled on real NASA terrain data, or a roller coaster ride beneath the surface of the red planet in Camber's "Mars Mayhem."

In other Camber news, Camber has signed a deal for a Morphis MovieRide theater for the new Orlando NASCAR Cafe, located within the Universal Studios complex and due to open in December. This follows on the heels of the launch of simulators at the Mars 2112 complex in New York.

NASCAR Cafe has opted for a 20-seat Morphis capsule simulator, which will be housed in a dedicated area within the restaurant. The machine features Camber's 12-bit digital motion control and a ride film based on real NASCAR footage. The ride will be motion-programmed by Camber.

"We are very excited to have won this contract for NASCAR Cafe's flagship venue," said Chris Chaddock, Camber Entertainment's sales and marketing director, "and will be working closely with the restaurant's management as it plans for expansion and future restaurants elsewhere."

For more information, contact Camber Entertainment, +44 (0) 1293 427 920; fax +4 (0) 1293 427 925.

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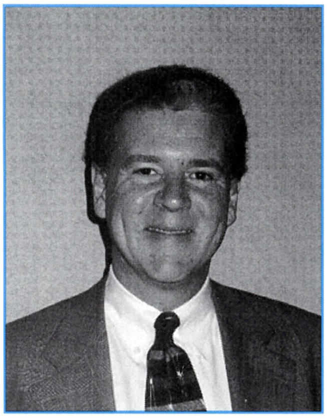
See the MultiSport Stadium™ at IAAPA, Booth 4.

Family Golf acquires Pinnacle

Family Golf Centers Inc., in a merger transaction, has acquired Pinnacle Entertainment Inc. "We are delighted to be associating with Family Golf, a dynamic company and leader in the development and operation of golf practice centers," said Pinnacle Entertainment president George McAuliffe.

Family Golf Centers typically offer year-round, all-weather driving ranges, short game areas, PGA/LPGA instruction, fully equipped pro shops, par three or executive golf courses, miniature golf, and snack bars.



George McAuliffe

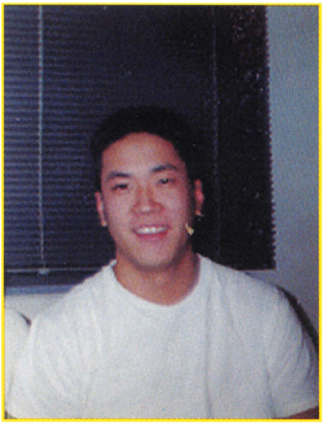
"In 1997, Family Golf extended its concept of year round family oriented entertainment through the creation of its Family Entertainment Division. The division operates Sports Plus Super Centers, which feature ice skating rinks, event centers, sports bars and restaurants, and other family entertainment amenities," McAuliffe said. "I will serve as vice president and general manager of the division."

McAuliffe will remain president of Pinnacle Entertainment Inc. and will continue to be based in Pinnacle's St. Louis office. (See Oct. '98; pg. 44, "Who's News"). Neither Pinnacle Entertainment Group Inc. nor Pinnacle Entertainment Marketing Inc. is part of the merger transaction. For more information, contact Pinnacle Entertainment Inc., (314) 394-1399; fax (314) 394-1392; or e-mail (pinnacle@icon-stl.net).

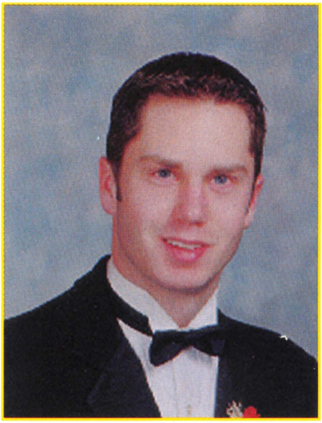
H. Betti Industries sponsors scholarships

H. Betti Industries has announced the winners of its first annual H. Betti Industries Scholarship Program. The program was open to the children (ages 23 and under) of full-time H. Betti employees who are interested in pursuing post-secondary education in college, vocational, and graduate programs.

Michelle Mulvey



Lenny Ngai



Thomas Aleksiejczyk

The winners are as follows: Michelle Mulvey, daughter of Mr. and Mrs. Robert Mulvey of New England Coin Op Dist. (Norwood, Mass., office); Thomas Aleksiejczyk, son of Mr. and Mrs. John Aleksiejczyk of Betson Philadelphia, (King of Prussia, Pa., office); and Lenny Ngai, son of Mr. and Mrs. Henry Ngai of Betson Long Island (New Hyde Park, N.Y., office).

Scholarship recipients were selected based on academic record, potential to succeed, leadership and participation in school and community activities, honors, work experience, and career goals.

"The company has always stressed the importance of higher education," said H. Betti Industries president Joe Cirillo, "and I feel that offering a program such as this on an annual basis will encourage and enable more of our employees' children to pursue post-secondary education."

Play Meter congratulates the scholarship winners and wishes each of them continued success.

BCA's "Youth in Billiards Month"

The Billiard Congress of America promoted October as "Youth in Billiards Month." BCA member room owners, league operators, certified instructors, and retailers lent their support to developing a healthy, lifelong interest in pool and sports in general.

"I'd like to see every kid in America participating," said Bruce Cottew, executive director of the BCA. "Somehow, we'll find the instructors and come up with the funds necessary to extend the reaches of this program across the country. We hope that by promoting the participation of youth in sports, we can make healthy participation in sports a lifelong habit."

Free "Youth in Billiards Month" promotional kits were mailed to all BCA retailers, room owners, league operators, and instructors. Each kit contained posters, flyers that could be personalized, a news release that could be personalized and submitted to local media, a camera-ready advertisement, and numerous promotional ideas. Participants are listed on the BCA Web site (www.bca-pool.com). For more information, contact the BCA, (319) 351-2112; fax (319) 351-7767; or at the above Web address.

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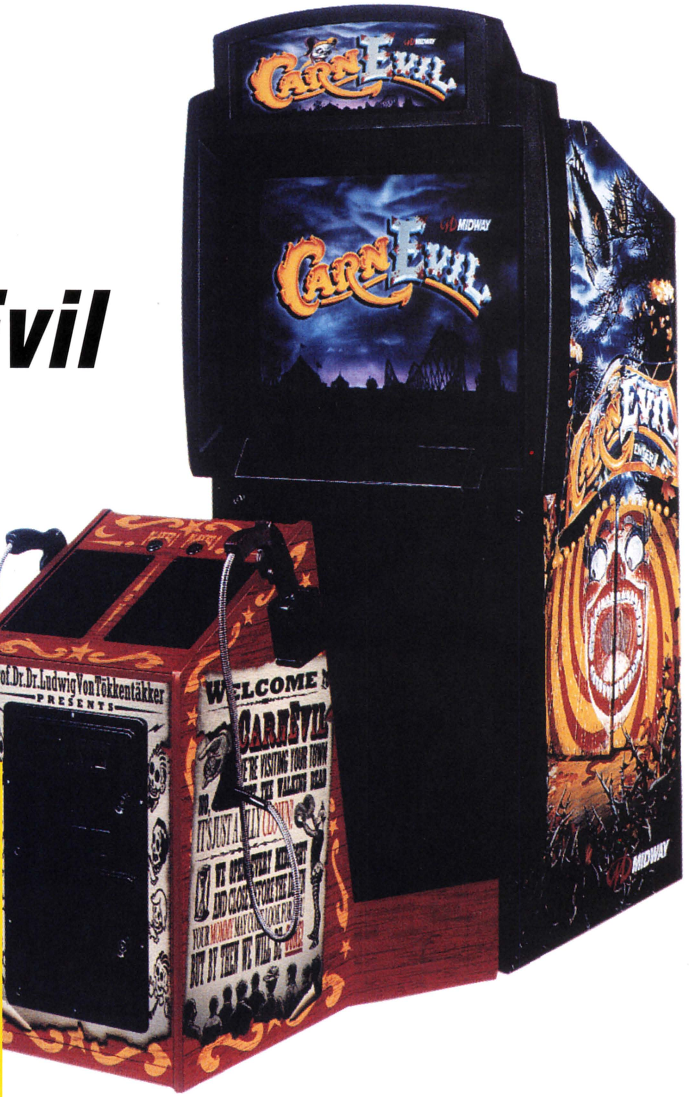
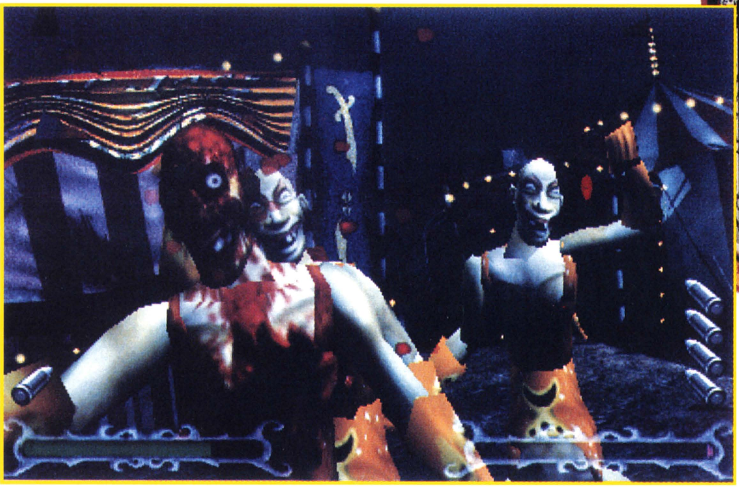
Midway Games introduces *CarnEvil*



Midway Games has announced *CarnEvil*, a two-player coin-op arcade game. *CarnEvil* is the only first person shooter to ever feature 3D characters within a fully rendered 2D environment. The game is shipping with a new pump-action gun that provides players the choice of either shooting off-screen or just using the pump to reload, allowing them to avoid getting hit while taking the gun off-screen to reload.

The characters have a unique combination of menacingly evil and wildly amusing qualities. The "Guilloteens" of Rickety Town, for example, are zombies working the fast food stands who throw their work, including corn dogs and chicken drumsticks, at the players.



Midway's *CarnEvil* mixes menacing evil and wild amusement.

"Players really seem to enjoy the thrill that comes from blasting their enemies while they are on a roller coaster in Rickety Town, fighting their way through the horrors of the haunted house, or on a high-wire in the big top," said Jack Haeger, head of the *CarnEvil* design team.

CarnEvil's sound raises the level of realism even higher. "We set out to create an eerie, mystical soundtrack to immerse the player in the mysterious carnival that is *CarnEvil*," said Kevin Quinn, *CarnEvil's* sound engineer.

The issue of violence in the game has already been addressed; the design team has given the operator full control over how much violence is displayed. By using dipswitch setting to adjust the levels of violence displayed, *CarnEvil* can fit into the product mix at any location.

For more information, contact authorized Midway distributors or Midway Games Inc., (773)961-1000; Web site, (www.carnevil.com).

Gottlieb/Premier parts inventory relocates

Robert Fesjian, member of the Gottlieb Development LLC and owner of the Gottlieb trademark, and Steven Young, owner of The Pinball Resource, have announced the relocation of the Gottlieb/Premier remaining pinball parts inventory to the Poughkeepsie location of The Pinball Resource. In May, The Pinball Resource became the official North American licensee and supplier of Gottlieb parts.

The Pinball Resource supplies pinball parts for games no longer supported by the pinball manufacturers. The relocation of this inventory will enhance the existing 5,000 square-foot warehouse of parts already in existence.

In addition to the newly arriving inventory, The Pinball Resource has restarted the production of obsolete parts for Gottlieb pinball machines focusing first on the most common wear parts and targets for the games, as well as coils and plastic pieces. For more information, contact The Pinball Resource, (914) 473-7114; fax (914) 473-7116; e-mail (PBResource@idsi.net).

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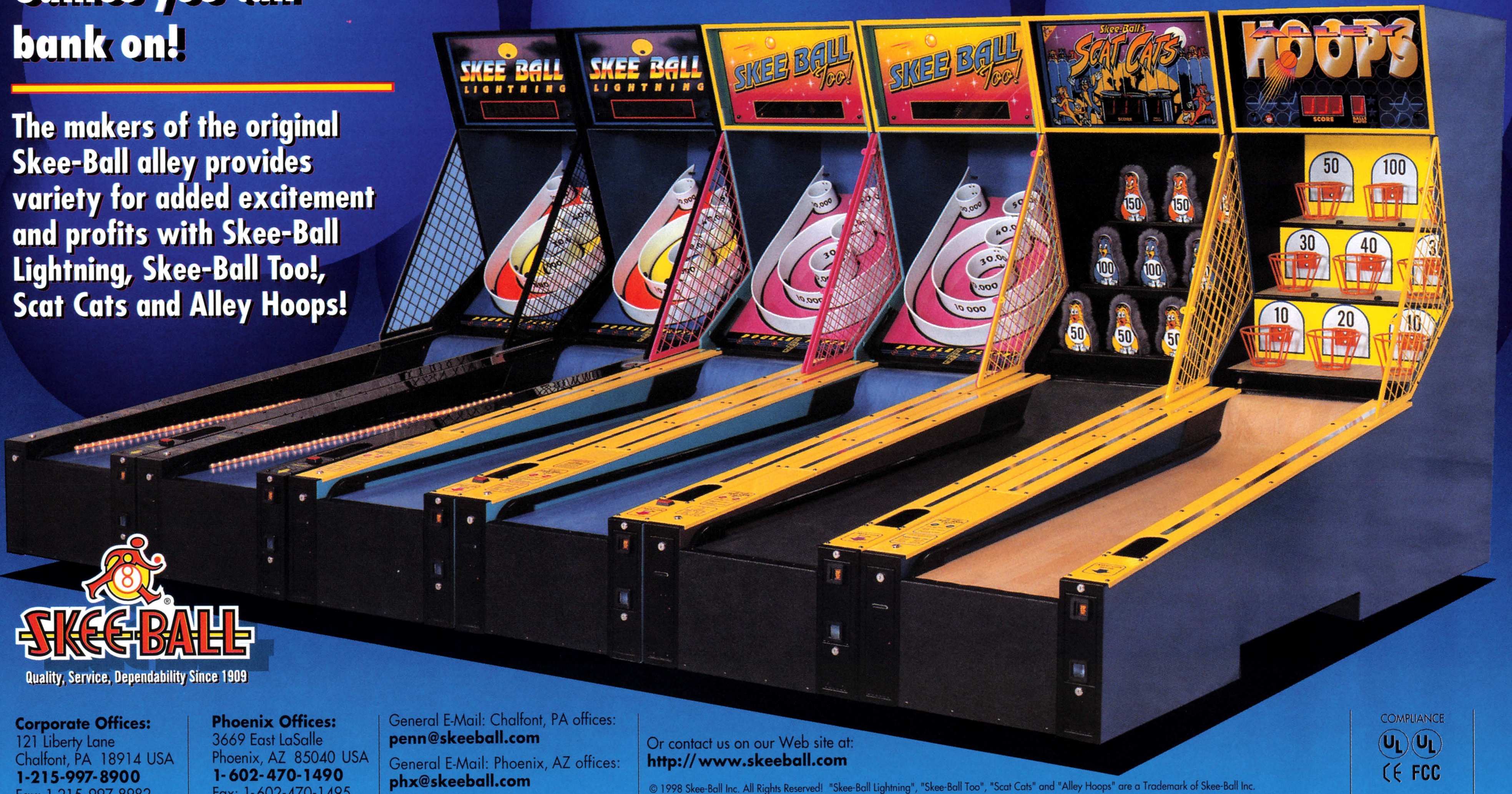
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Betson N.J. Open House attracts crowds

Betson Enterprises in Carlstadt, N.J., welcomed operators from the Tri-State Metropolitan area for its post-AMOA Open House. Said sales manager Joe Beston, "The overflow crowd included many operators who had not attended any open houses for years."

According to Beston, attendees left with a renewed enthusiasm for the business in general and new equipment specifically. "We are quite excited about the equipment shown and look forward to a great fall season," Beston concluded.

TOP PHOTO: From left: John Hill of Sega, Rob Dill of The Rink in Montvail, N.J., playing *Bass Fishing,* and Bob Boals of Betson.

BOTTOM PHOTO: Ben Toro of Betson with Rita Rokos of CES by the *Galaxy Games* multicartridge cocktail system.

1999 Nightclub and Bar Convention slated for Las Vegas

The 25th International Nightclub and Bar/Beverage Retailer Convention and Trade Show will be held Jan. 18-20, 1999 at the Sands Expo and Convention Center in Las Vegas. This show will be the largest gathering of bar, club, restaurant, hotel, and retail professionals in the United States.

Nearly 40 seminars are scheduled, and the show is expected to attract more than 11,000 attendees from industry related businesses. More than 900 exhibitors are expected to showcase new products and services on the trade floor. Some of the evening plans include the Jim Beam Back Room Sports Spectacular, NABR Wines of the World Tasting, the McCormick Distilling Monday Night Mixer, and the Bacardi Party and Drink.

Featured speaker for the event is Pete Coors, vice chairman and CEO of Coors Brewing Co. and vice president of Adolph Coors Co. "We are excited to have Pete Coors as part of our anniversary show," commented show producer Ed Meek. "I feel he will bring more insight to the attendees on the future of this industry."

For more information regarding the show, contact Angie Rinehart, (800) 247-3881; fax (601) 236-5541; or check the Web sites (www.nightclub.com) or (www.beverage-retailer.com).

Companies on the move

☛ **Namco America** has moved its headquarters from 150 Charcot Ave. to 2055 Junction Ave., San Jose, CA 95131. The phone and fax numbers remain the same: (408)383-3900 and (408)383-0128 respectively. While making a note of the new address, check out the company's Web site (www.namco.com).

☛ **LBE Systems** has moved to new offices at 4975 Preston Park Blvd., Suite 150, Plano, TX 75093. The new mailing address is P.O. Box 852994, Richardson, TX 75085-2994. New contact numbers are (972)985-5305; fax (972)985-4129; e-mail (jfowler@ibesys.com). The new Web site (www.ibesys.com) now offers more information on the company, products, Intel's OAA, and much more.

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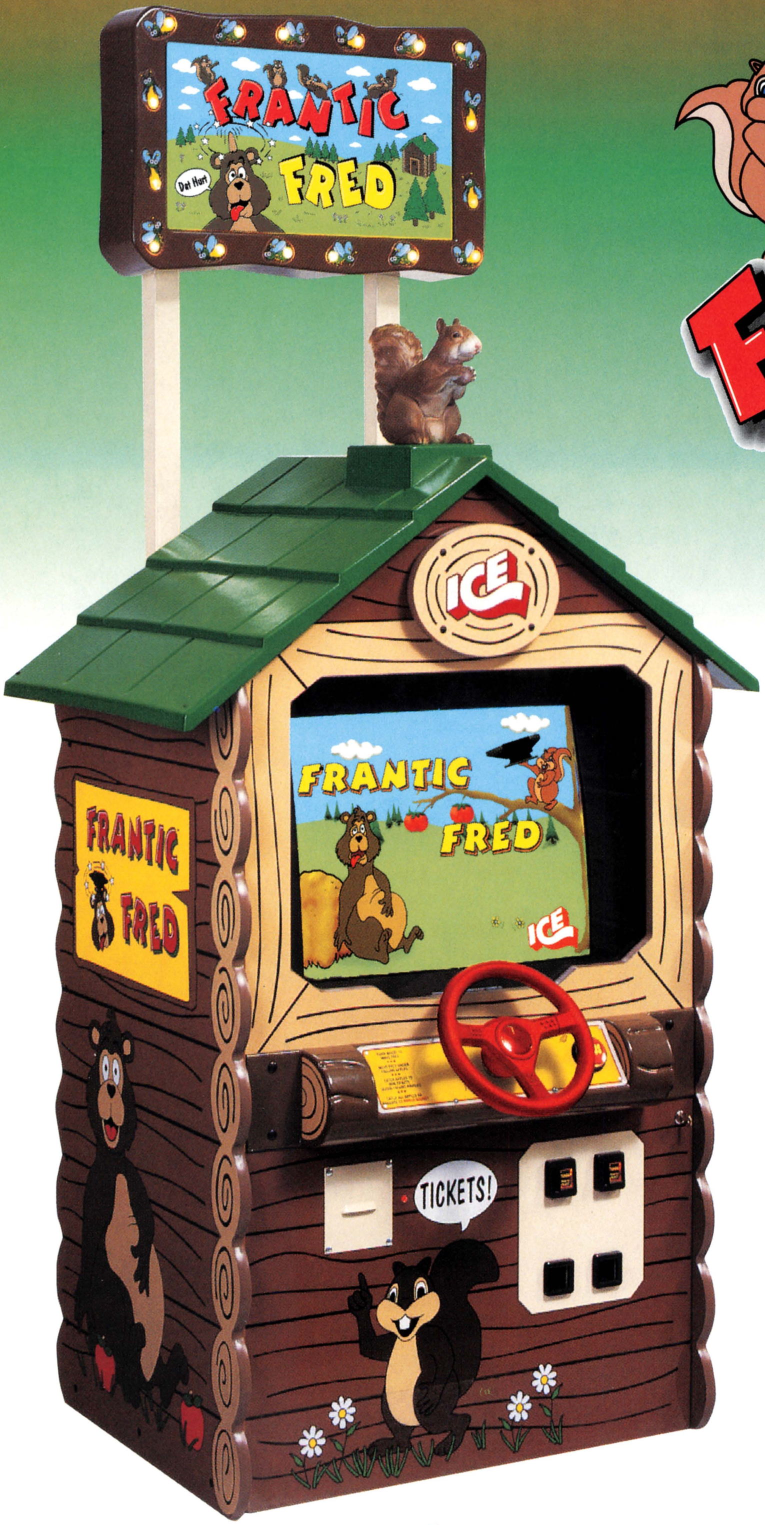
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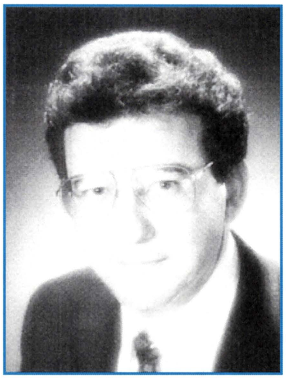
TD Rowe pursues growth strategy

TD Rowe Corp. has announced its aggressive national growth strategy. Terry Davis, chairman, stated that the company plans to double its size over the next five years. Finishing touches of a financial plan to provide $50 million of capital to finance this plan are being put into place.

After growing its snack vending business over the past several years, the company now intends to concentrate on amusements and pay phones. The company's plan for snacks is to place more emphasis on consolidating the more than 20 acquisitions made in snacks in the past five years. Davis said that the company has recently signed a series of contracts to provide games and game room management for two national customers and will actively pursue other national game customers.

"Our company has a long history of operating vending accounts for national companies, and we believe we are uniquely situated to provide the financial and technical assets necessary to serve these national accounts," Davis said.



TD Rowe chairman, Terry Davis.

Also, the company operates over 1,500 pay phones in three marketplaces and hopes to extend this operation to all of its existing markets. TD Rowe is currently opening new offices in Sacramento and Colorado Springs and hopes to open three additional new offices in 1999.

As part of its growth efforts, TD Rowe has announced that Henry Houston will become executive vice president of finance, administration, and acquisition; John Hulick, a vice president of the company and president of the Denver branch, will assume operating responsibility for the western United Sates; and John LeGuen, Dallas branch president, has been given the additional title of vice president of the parent corporation and will be responsible for operations in the central United States. For more information, contact TD Rowe, (713) 961-2922; fax (713) 961-3248.

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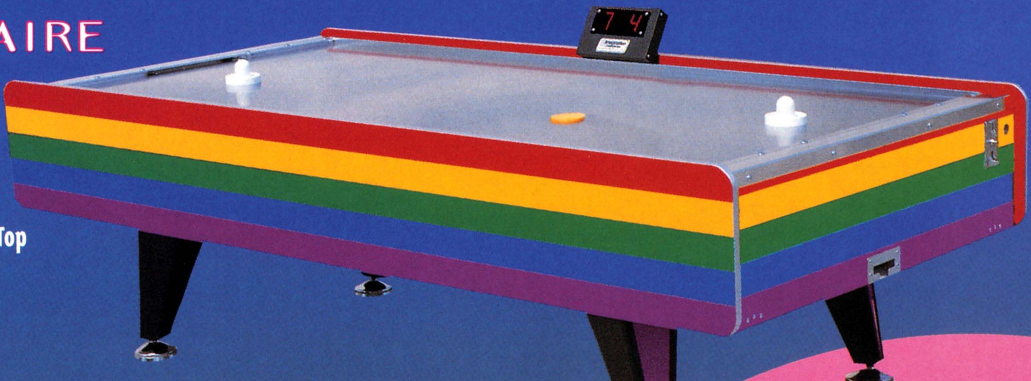

SST

The industry standard with
Stainless Steel Top that
Won't Wear Out!
Optional Top Scorer

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Imagination Leisure manufactures the world's most extensive line of Air Cushion Hockey Games, Neon Aire, Neon Aire Black Top, Rainbow Aire, and SST form the most powerful foursome of Air Cushion Hockey Games available in the marketplace. Some have a Stainless Steel Top that Won't Wear Out. Others come with a super-tough Black Mica Top with a high-abrasive overlay for durability and long-life. All our games are durably built, attractively styled and quality engineered. They're built with the rugged play appeal that you've come to expect from Imagination Leisure, with service and earnings features which have been developed through more than 20 years of manufacturing Air Cushion Hockey Games. So let your earnings fly with Imagination Leisure's complete Aire-Line.

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Specifications

103" x 50"	450 lbs.
262 cm x 127 cm	205 kg.

Worldwide voltage and currency settings available.

NEON Aire
NEON Aire

NEON AIRE BLACK TOP

Hot Neon Lights!
Both Goals Neon Lit!
Overhead Big Digit Scoring
Tough Black Mica Top

NEON Aire
NEON Aire

NEON AIRE

Hot Neon Lights!
Both Goals Neon Lit!
Overhead Big Digit Scoring
Stainless Steel Top that Won't Wear Out

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Novelty games gain entry into record book

A new category has been pioneered in the "Twin Galaxies' Official Video Game and Pinball Book of World Records"— novelty games.

Creative promotion on the part of Namco's Wonderpark in the San Jose, Calif., area, resulted in a recent contest called Crowning the Video Game Superstars of San Jose that broke new ground by selecting non-videos such as ICE's alley bowler *Ice-Ball* and Namco's updated flipper version midway-style *Flick Derby* as contest pieces.

Said Jeff Meyers, general manager of Wonderpark, "Many excellent novelty games were being left out of Twin Galaxies' record book. We knew these two games were as competitive and challenging as any video or pin. We petitioned Twin Galaxies to include these games in the contest and accept their scores for the Book of World Records."

ICE-BALL
ICE BALL
SCORE
35,000

***Ice-Ball* by ICE**

Frank Cosentino, vice president of sales and marketing for Namco, agreed, "Videos and pins are not the only game in town."

Walter Day, author of the well-read record book, believes that the increased attention *Flick Derby* and *Ice-Ball* will receive is only the beginning for this new category and that a world championship tournament on arcade novelty games may be just around the corner. Day said, "All we have to do is come up with three more solid game titles, and then we can stage an international pentathlon (a five-game contest)."

Day recommended that manufactures and location operators should nominate more game titles to add to this new category. When the public finds out that those two games, in addition to many others that flip, toss, squirt, whack, or shoot, can win them a listing in the record book, arcade novelty games will become more popular than ever. "It will be rewarding to see the arcades and location operators capitalize on this opportunity," added Day.

Novelty category record holders are: *Flick Derby*—Miriam Espinoza of Guadalajara, Mexico, who scored the fast time of 25.23 seconds, and Adam Elizondo, also of Guadalajara, who scored 26.10 seconds to become the first champion; *Ice-Ball*—Sheryl Manchester of Martinez, Calif., who scored 105,000 points on the 15-ball tournament setting.

For more information on promotional plans for *Ice-Ball,* contact Greg Kania at ICE, (716)759-0379; for *Flick Derby,* call Frank Cosentino, (630)238-2200.

In other Twin Galaxies news, Rick Fothergill of Stony Creek, Ontario, Canada, won his way into next year's edition of the World Record Book by beating a *Ms. Pac-Man* record from 1985 set by Chris Ayra of Miami, Fla. (874,530 points). Fothergill played *Ms. Pac-Man* nearly every day for 12 years before reaching a score of 910,350 on a game that lasted five-and-a-half hours on one quarter.

Day commented, "Canada is the only country in the world that can give the United States a run for its money when it comes to video game skills."

Day maintains the Twin Galaxies Intergalactic Scoreboard that has been keeping score for the world of video game and pinball playing since 1982. For more about the scoreboard and the record book, contact Day, (515)472-3882.

FLICK Derby
BREAK THE RECORDS!
TICKETS
THIS RACE TIME
1ST
2ND
3RD
WAITING FOR MORE PLAYERS
FINISH
1
2
3
4
5
6

***Flick Derby* by Namco**

Christmas Cheer!

"It's **beginning to look a lot like Christmas"** and in order to stimulate holiday profits, your cranes should have a special seasonal look as well. PLUSH 4 PLAY's festive holiday pre-packs offer the best variety of eye-catching licensed and seasonal plush available, all at very competitive prices! We offer a full line of pre-packs **from $1.00 avg. Small Crane mixes up to $3.00 avg. Jumbo Crane mixes !**

PLUSH 4 PLAY

Great Plush! Great Prices! Great Profits!

Plush 4 Play 11100 Dana Circle Cypress, CA 90630 **1-800-25-CENTS**

Doron SRV comes to Pedroland Park

Doron Precision Systems has installed its SRV simulator with 12 individual bucket seats at Pedroland at "South of the Border" in Dillon, S.C.

The exterior of the SRV was painted to fit the theme of Pedroland. Doron's Don Wenzinger said, "Customizing or adapting the capsule to fit the needs of the venue is one of our strengths."

Pedroland, which welcomes millions of visitors a year, needed a simulator capable of handling high throughput. The SRV can handle 200 passengers an hour.

Doron prides itself on its family-oriented programming, which is well suited for Pedroland's target market. Current programs on the Pedroland SRV are Grand Prix Raceway and Volcano Mine Ride. For more information, contact Doron Precision Systems, (607)772-1610; fax (607)772-6760.

Laser tag is hot!

Laser tag continues to expand in popularity. Expect to see numerous laser tag companies exhibiting at the upcoming IAAPA Convention and Trade Show, as was the case at the Fun Expo last month.

To bring us up to date on laser tag, and provide helpful suggestions for those starting out in this fantasy adventure medium, we spoke with Erik Guthrie of the International Laser Tag Association (ILTA). He provided valuable insight and an important list of questions that should be answered before embarking on a new laser tag facility (see page 110). The ILTA has been highly visible lately, exhibiting at all the fall trade shows.

A list of ILTA member suppliers are listed for handy reference at the end of the article. Additional laser tag companies that are not ILTA members but do supply laser tag systems include Ascension Productions (403/440-3706), Heads Up Technologies (972/407-1131), and LaserStar Technologies (954/981-1208).

Have You
HEARD

☞ **The World Gaming Congress & Expo** offices have moved to 888 Seventh Ave., 26th Floor, New York, NY 10106. The new phone and Web site are, respectively, (212)468-1688; (www.igwb.com/wgce).

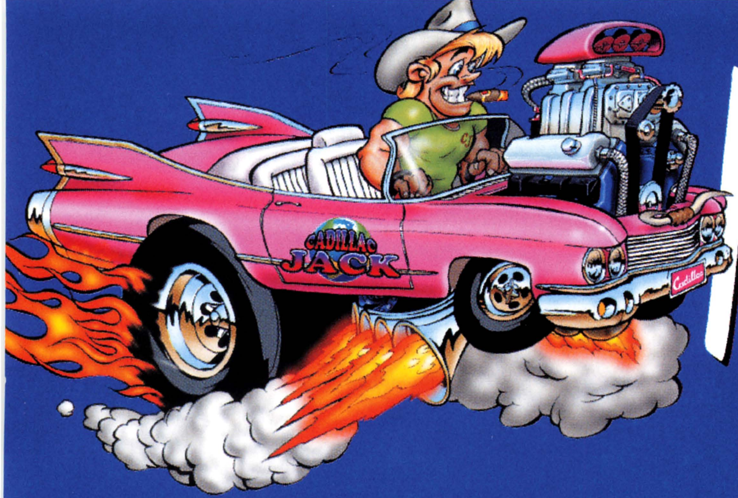
☞ **De La Rue Cash Systems,** maker of currency counters, coin sorters, cash recyclers, ATM machines, and cash management software has incorporated the 40-column journal/validation Model 53 printer from Ithaca Peripherals into its new DT5000 Teller Terminal System.

☞ **CashCode** has undertaken a new marketing campaign designed to show the benefits of its roller-based bill validators. The campaign takes a humorous approach with this headline above hundreds of worn-out belts: "At Cash Code, We Believe Belts Belong on Your Pants, Not in Your Bill Validator." For the first time the company will offer a CD-ROM press kit. Call (800)250-9903, ext. 261.

☞ **A late night comedy cabaret benefit** will take place Dec. 4 at the Hotel Allegro Chicago for the Starlight Childen's Foundation Midwest. Cost for the cabaret is $50 per person; an overnight package is available. Call Starlight, (312)251-7827.

☞ **Powerhouse Technologies Inc.** will commit both manpower and financial resources to help support the National Council on Problem Gambling. Powerhouse's operating units include AWI, VLC, United Tote, and Sunland Park Racetrack.

☞ **The National Automatic Merchandising Association** has changed the dates of its 1999 Western Expo from April 8-10 to April 15-17 at the Anaheim Convention Center in Anaheim, Calif. New dates eliminate conflicts with other shows that would create logistical problems in the convention center, hotels, and parking facilities. ▲


CADILLAC JACK

Keep on Rolling!

Cadillac Jack, inc.
is proud to present 8 great new games!

Funny Fruit

CREDIT 8
CONGRATULATIONS!
BET 6
PAID 0
WIN 4
Bonus Round
YOU WIN!

Master 5

CREDIT 105
ANYWHERE
BET 10
WON 0
JACKPOT 2001
TRY AGAIN
PLAY 1 TO 40
PUSH START
Bonus Round

Reel of Fortune

CREDIT 51
ANYWHERE
BET 15
WON 0
JACKPOT 2001
WIN 12
DOUBLE UP
Bonus Round

Reel Picker

CREDIT 65
ANYWHERE
BET 25
WON 0
JACKPOT 2006
WIN 105
TAKE SCORE
Bonus Round

Klondike 5-Line

CREDIT 189
ANYWHERE
BET 15
WON 0
JACKPOT 2009
WIN 81
DOUBLE UP
Bonus Round

Barnyard 5

CREDIT 61
ANYWHERE
BET 20
WON 0
JACKPOT 2000
TRY AGAIN
PLAY 1 TO 40
PUSH START
Bonus Round

Texas Reels

CREDIT 197
ANYWHERE
BET 10
WON 0
JACKPOT 2009
WIN 32
DOUBLE UP
Bonus Round

Pirate's Gold

CREDIT 50
PIRATES GOLD
JACKPOT 1600
BET
WON
PLAY 1 TO 40
Winner!

Our games are . . .
GA
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Kits and dedicated games are available!

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770-908-2094 / 1-800-684-4263 / Fax: 770-908-1790
EMAIL: Sales @ Cadillac Jack.com

FOR ORDERS CALL 1-800-684-4263

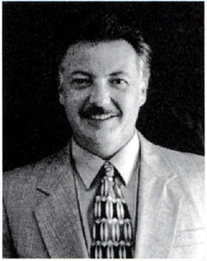
Who's NEWS

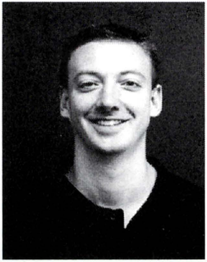
VINCE MORENO

LAURIE JEZUIT AND DAVID CANE

ERNEST VENEZIANO

JACK KELLEHER


STEVE KAHL


JEFF WALLACE

VINCE MORENO has joined Midway Mfg. as a sales representative in the target marketing group that focuses on the *TouchMaster* countertop series. Moreno has eight years of sales experience, three at Quaker Oats and five with Kraft Foods. Moreno can be reached at (773)961-1000; fax (773)961-1060.

Sammy USA Corp. has appointed **LAURIE JEZUIT** as marketing manager for the company's prize division. **DAVID CANE**, national sales manager, will also manage the prize division. Jezuit has two years experience in advertising with Follett College Stores.

Cane has been with Sammy USA for six years and was previously with Taito America for two years. Jezuit and Cane will concentrate on the new prize merchandise catalog for the company's popular *Sports Arena* prize vendor. Jezuit and Cane can be reached at (847)364-9787; fax (847)354-9831; e-mail, respectively, (laurie.jezuit@sammyusa.com) or (dave.cane@sammyusa.com).

The Amusement and Music Operators Association (AMOA) has named **JACK KELLEHER** to be its new executive vice president, effective Oct 5. Kelleher comes to the organization with a background in association management. He was present during AMOA International Expo '98 in Nashville, Tenn., where he had an opportunity to meet members from around the country and get acquainted with the industry.

AMOA has established an office at 450 E. Higgins Road, Suite 202, Elk Grove Village, IL 60007. Kelleher can be reached at (800)937-2662.

ERNEST VENEZIANO has joined the Rowe/AMi jukebox sales team as sales director of the home jukebox group. Joel Friedman, executive vice president of Rowe, commented, "Ernie is a highly respected industry veteran with over 30 years experience in sales, service, parts, and the home jukebox market. It's a pleasure to welcome him on-board."

Veneziano was most recently regional sales manager for Wurlitzer Jukebox Co. His career includes time with Seeburg Corp. and Mondial International, as well as jukebox operating companies in the New York Metropolitan area. He also owned Pinball Ernie's Home Amusements. Veneziano can be reached at his New York office, (716)317-7680 or e-mail (ernest@earthcom.net).

JEFF WALLACE has been named coordinator of the amateur All-American Tour for the Billiard Congress of America (BCA). He will be responsible for overseeing all facets of running the tournament system, from event planning and coordination to sponsorships and media relations.

The tour has a number of sponsors: Platinum—J. Pechauer Custom Cues, Viking Cue Mfg., and Joss Cues; Gold— McDermott Cue Mfg. and Excalibur Cues; Silver—PCC Products, Cue-Tech, Brunswick Billiards, Advanced Pool Technologies, and Henry W.T. Mali Co.; Copper—Silver Cup Chalk, Showcase Billiards, and Chalk Box.

Wallace succeeds **STEVE KAHL**, who has been promoted to BCA deputy executive director. Kahl will oversee the day-to-day management of the BCA, including event planning and facilitation, human resources, and budget planning and oversight. Kahl has a strong background in organizational sales, education and counseling, and extensive experience in recommending and implementing effective strategies to achieve business goals. Wallace and Kahl can be reached at (319)351-2112; fax (319)351-7767.

LAZER-TRON HOT REDEMPTION HITS!

TWISTER™

Twister is the slowest BIG money game in the industry. Coins roll round and round until hitting one of the targets. Some coins stay in play over 20 seconds. Hit all 7 targets and you win the Progressive Bonus!

Size: 32.5" W x 37.5" D x 45" H
Wt. 300 lbs.

TWISTER
WIN
BONUS TICKETS
TWISTER

MATCH EM UP™

Match Em Up is the hot new skill stop game that challenges players reflexes to stop the rotating lights on matching fruit symbols. Each time the player stops the light, one of the 3 spinning reels stops on the same symbol. Match three 7's to win the Progressive Bonus!
*Includes Seat

Size: 25¼" W x 50" D x 73" H
Wt. 200 lbs.

BONUS
MATCH EM UP
Lazer-Tron

BONUS
VRS
LAZER-TRON
CHIP AWAY

VRS™

Video Redemption System

VRS is the first true redemption game **SYSTEM**. Operators can purchase a VRS cabinet and rotate in new games for years to come. New game kits will cost under $1000. The system includes hit games, Solar Spin®, Miners Revenge®, Slide Master™, Chip Away™ and more. New games will be introduced every few months!

Size: 25¼" W x 38" D x 74½" H
Wt. 250 lbs.

Prize Zone
PLAY GAMES
WIN PRIZES
Lazer-Tron

PRIZE ZONE™

Prize Zone is one of the most exciting games in the industry for both arcade and street operators. This multi-game system features 12 skill based video redemption games including great arcade style games, sports games, quiz games and solitaire games. A can't miss purchase for any location!

Size: 25¼" W x 38" D x 74½" H
Wt. 300 lbs.

BONUS
ROLL-A-RAINBOW

ROLL - A - RAINBOW™

Roll A Rainbow is a hot new ball roll down game. Players try to roll balls into each of the target slots without going in the same slot twice. The more slots they light, the more they win. This game has terrific play appeal to kids and adults and has consistently been the top earning roll down on location.

Size: 25¼" W x 38" D x 74½" H
Wt. 250 lbs.

Patents and patents pending

- $ 6 Month Warranty.
- $ Made in the USA!
- $ Great Factory Service!
- $ Fully operator adjustable.
- $ Built to last!
- $ UL, CE, & FCC approved.

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4430 Willow Road
Pleasanton, Ca. 94588

Sellner Mfg. Co. has appointed **JERRY BYRON** as assistant sales manager. He will be responsible for sales and marketing to amusement parks and family entertainment centers. Byron will work to develop new business as well as service existing customers in the United States and abroad.

Byron has been involved in outdoor recreational sales for nine years. Company president Erin Sellner Ward said, "Jerry has been in the business of selling fun for a number of years. The only difference is now he will be selling bigger toys. He is starting at an excellent time of the year. With all the trade shows, he will get instant exposure to the amusement industry." He can be reached at (888)SELLNER or (507)334-5584.

GLENN LYNN has been promoted to vice president of Harris Miniature Golf Courses Inc. Lynn has been with Harris for eight years; his background is in landscape architecture. During Lynn's tenure as head of the design department, Harris has built over 200 miniature golf facilities. He can be reached at (609)522-4200; fax (609)729-0100.

It's Big!
It makes a lot of Money!
It only costs $1,995.00
What is it?

It's the Dragster 2000!

Castrol
STP
TEXACO
START

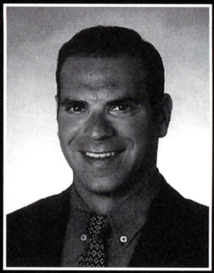
...the newest kiddie ride from Zamperla, Inc. At 6ft. x 4ft. x 5ft., this is one of the largest and best looking Kiddie rides available on the market.

The Dragster 2000 is also only one of 7 new ZAP rides priced at $1,995.00. There are no high priced character fees. You only pay for a quality ride at a reasonable price. This makes for a much faster ROI when compared to a $3,000.00 or higher priced Kiddie ride.

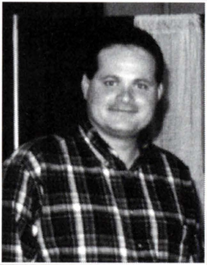
ZAMPERLA
IN THE USA
DESIGN QUALITY TECHNOLOGY

Want to know more?
Call 1-800-888-8878 and ask for David Martin or visit the Zamperla booth at the ASI, AMOA, Fun Expo, and !AAPA tradeshows.

WHO'S NEWS



GLENN LYNN



CHRISTOPHER BLEVINS

XCP
Vending & Access Controls

RICKY DEAN (L) AND DARRELL RADEMACHER

CHRISTOPHER BLEVINS has been promoted to director of amusement vending for Regal Cinemas. He was previously head of operations for the entertainment complexes in the entire chain, which includes 390 locations. Blevins attended AMOA International Expo '98 in Nashville, where he was supervising the opening of Regal's latest facility in Green Hills.

Blevins' new duties will include dealing with vendor suppliers, machine rotation, and auditing. He will continue to be in charge of all video machines in the theater chain. Blevins has been with Regal for six years. He can be reached at (423)922-1123; fax (423)925-9636; e-mail (chrisb@regalcinemas.com).

Several staff announcements have been made at XCP Inc. following a change of ownership. **DARRELL RADEMACHER**, former president, is now international marketing and sales manager for special vending products, and **RICKY DEAN** is now domestic marketing and sales manager. Rademacher and Dean can be reached at (813)841-6630; fax (813)845-3640; e-mail (darrell@xcp.com)

The new bill acceptor
for the new bills.
MARS®
Bill Acceptor
Series 2000

INSERT BILL HERE
ACCEPTS $1,$2,$5,$10 & $20
Drop-in replacement for Mars VFM4 upstackers.

Introducing our NEW AE 2600 bill acceptor with $1 thru $20 acceptance. It takes more money so you can make more money.

You expect higher acceptance rates and superior security from Mars Electronics International bill acceptors. And the new AE 2600 bill acceptor delivers for your high-value amusement applications.

The AE 2600 bill acceptor accepts one, two, five, ten, or twenty dollar bills – both old and new. And it will keep on accepting them reliably for years to come.

Best of all, the AE 2600 bill acceptor is fully flash memory programmable. So as more new U.S. bill designs are released, you can easily update your units in the field.

When you're ready to make more money with your payment systems, contact your nearest Mars Electronics representative. **Or call us today at 1-800-634-0027. You can also visit our web site at www.meiglobal.com.**

See us at IAPPA Booth #3833.

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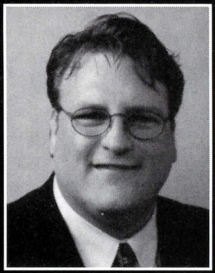
WHO'S **NEWS**

Mendes Inc., manufacturer of *Bowlingo*, has reinforced its presence in the North American market and abroad with additions to its sales team.

TONY GATTILLO has been named director of international sales for the company. **NICK ECONOMOU** will serve *Bowlingo* needs on the North American Eastern seaboard, while **ANTONIO TROZZI** will cover Central Canada and the American Midwest. **ANNE MORISSETTE** will coordinate all *Bowlingo* activities from the Mendes head office in Sainte-Foy, Quebec, Canada. To reach Gattillo, Economou, Trozzi, or Morissette, call (518)650-2425; e-mail (bowlingo@mendes-inc.com).

TouchTunes Digital Jukebox Inc. has added several new executives to its staff: **LINDA KOMORSKY**, **PIERRE TRUDEAU**, and **GUY RIVARD**.

Komorsky is vice president of business affairs, music rights, and licenses. She has 25 years of experience in the music industry where she has held several senior positions with responsibilities at both the national and international level, including vice president of international acquisitions and marketing at BMG Music Publishing in 1997. Komorsky is based in Los Angeles, Calif.


TONY GATTILLO

ANNE MORISSETTE

NICK ECONOMOU

Trudeau is vice president of research and development. He has 16 years of experience in the high-tech industry, where he has played several management and development roles covering R & D on hardware and software projects. He was previously a division head, and was responsible for research at Elcon Technology Corp. with a strong focus on customized and private label products at the national and international level. He is based in Montreal, Canada.

Rivard is senior vice president of finance and administration. He has 30 years of diversified experience in several industries including financial services, engineering, transportation, manufacturing, consulting, and accounting services. He has held various senior managerial and financial posts for large national and international public companies. During the last 10 years Rivard was a senior vice president and the chief financial officer of the international Laurentian and Desjardins Financial

The BEANIE Zone

Looking for an extremely well made, well priced Skill Crane? You'll find it in "The Beanie Zone." 24"w x 24"d x 72"h. Specially designed, attractive, galvanealled steel cabinetry with attraction lighting, special Beanie claw, and great sound effects.

"The Beanie Zone" features a rear chute to discourage forward tilt cheating, easy loading front window, prize counter, separate 8-way joystick and drop claw controls, dual coin mechanism with inside cash box, and bill validator with stacker.

The high security recessed T-Handle lower service door permits plenty of storage space inside. Controlled by a single mother board with no fuses or potentiometers, the game is completely state-of-the-art with seven owner programmable features.

Backed by years of high-quality skill crane manufacturing experience, "The Beanie Zone" will provide years of profits.

The BEANIE Zone
50 CENTS PER PLAY
50 CENTS PER PLAY
50 CENTS PER PLAY

AGE INC.™

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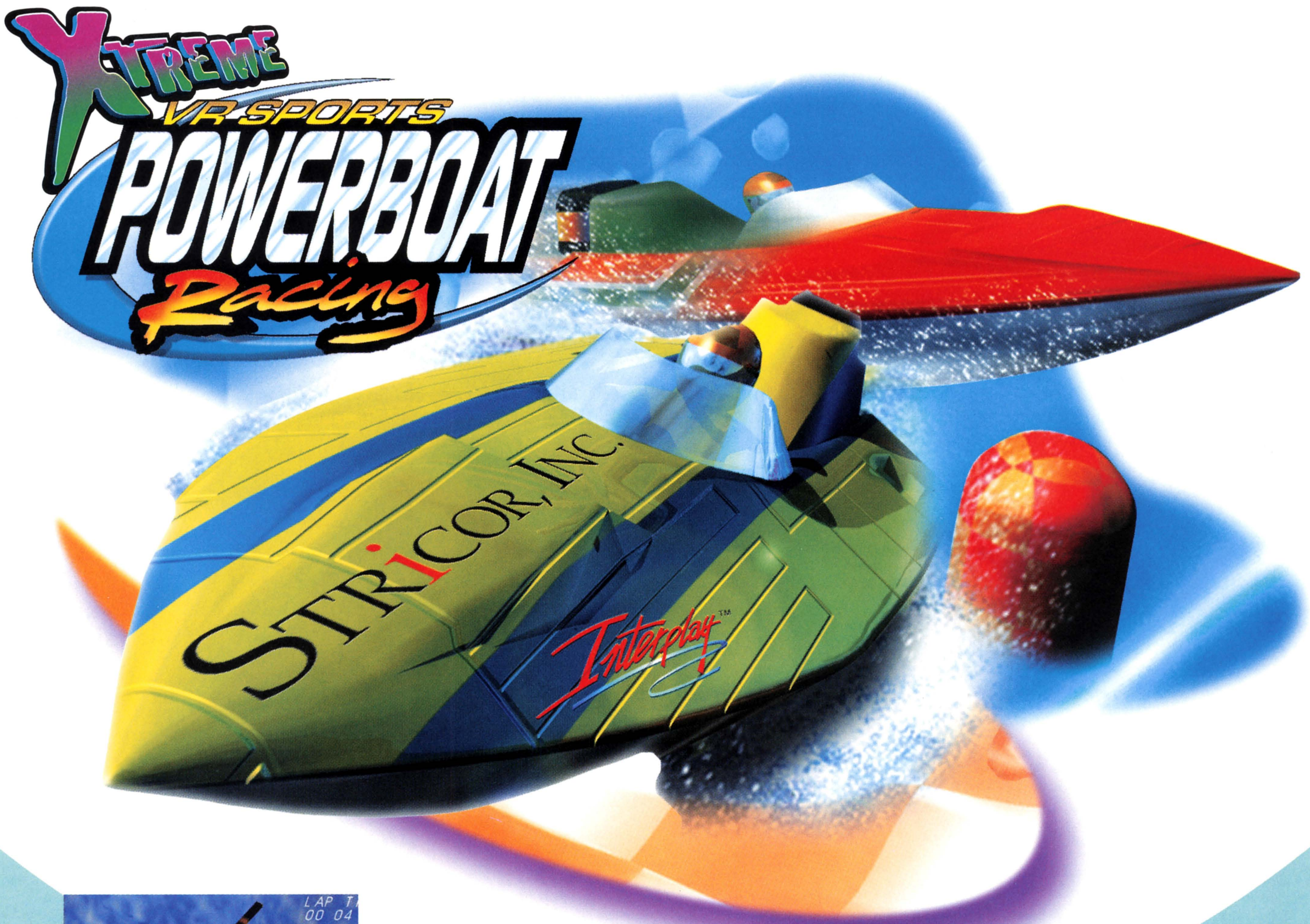

LAP T
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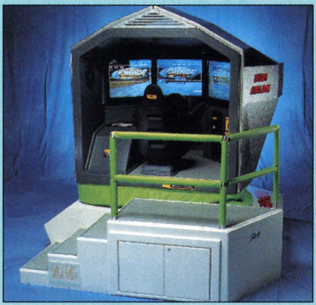
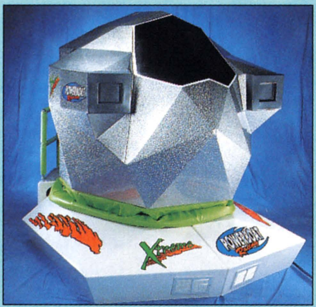
START





Solid Earnings Record! Upgraded Software!

Prometheus™ "Extreme Motion" Platform has shown record earnings at major LBE locations. Ask why Prometheus is a "make sense" addition to your center.

- Prometheus, a full-motion interactive simulator, generates more revenue than stand up games because it's more fun! Players are in the game!
- Purchase, lease, or revenue share.
- Upgraded software! Now you can choose from multiple courses: New York, Tokyo, London and more!
- Features include: Full motion interactive simulation, wrap-around sound and display system, no attendant needed, small 8'x9' footprint.
- VR Sports Powerboat Racing™, designed by Interplay™.

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(1-800-581-4263)

www.stricor.com

Let Xtreme Powerboat Racing™ take you on the ride of your life! See us at IAAPA Booth 78!

Group. Rivard is based in Montreal, Canada.

TouchTunes president and CEO Tony Mastronardi commented, "All our personnel are proud and excited to launch our new-age jukebox in the American market. We have assembled what I believe is a dream team of professionals in sales and marketing and technical support based in Chicago totally dedicated to our U.S. clients." The TouchTunes U.S. office can be reached at (847)419-3300.

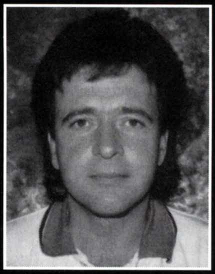
Warehouse of Vending and Games has promoted **BRAD SCOTT** to vice president and general manager of vending operations. Scott is currently president of the Missouri Automatic Merchandiser Association and has been with the distributorship since 1991.

DUANE MILLER has been promoted to vice president and sales manager for Warehouse of Vending and Games. He is currently treasurer of the Missouri Amusement Machine Operators Association and has been with Warehouse since 1990. Scott and Miller can be reached at (314)469-6767.

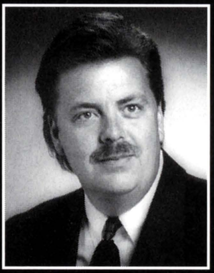
The International Association of Amusement Parks and Attractions has elected **BOBBIE WAGES** to be its new treasurer. Wages is director of administration at Lake Compounce Amusement Park in Bristol, Conn. She will serve the remaining two years of a current three-year term, replacing Lagoon Corp.'s J. Clark Robinson who is embarking on a period of missionary work in Australia.

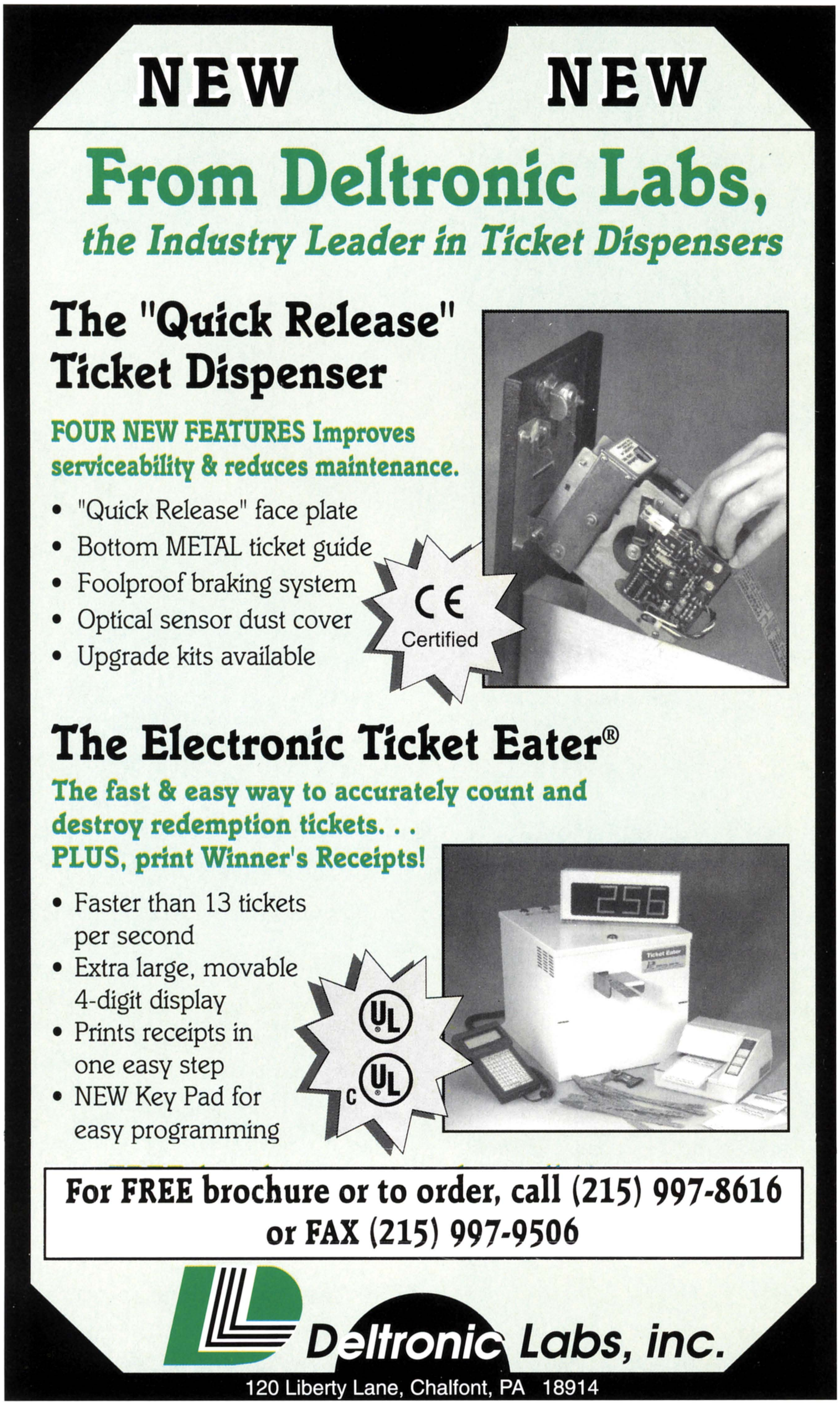
The election took place at the association's recent summer meeting in Los Angeles, Calif. Wages comes from an amusement industry family. Her father, Charles Wood, owned several parks, including The Great Escape in Lake George, N.Y., and Fantasy Island near Buffalo, N.Y. She has played an active role in IAAPA and served on several committees, including Financial/Information Technology, Exhibit Awards, Nominating, and the 1994-95 Strategic Planning Committee. She is currently on the World Council Operating Committee. Wages has the distinction of twice being IAAPA's first lady: in 1977 when her father was president of the association, and again in 1986 when her husband was elected to that office. ▲

WHO'S **NEWS**


ANTONIO TROZZI

BRAD SCOTT


DUANE MILLER



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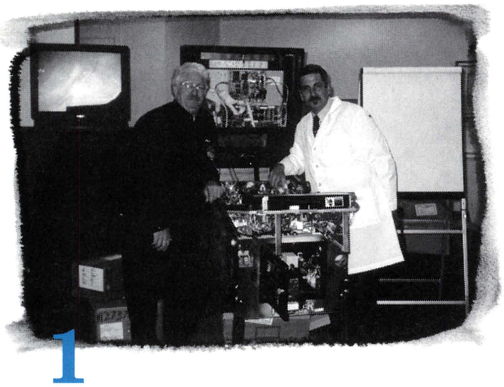
BEYOND THE **PLAYFIELD**



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1 Randy Fromm's Arcade School presentation of the Fun House Seminars at AMOA International Expo '98 included "Troubleshooting Williams Pinball" featuring Tom Cahill, director of customer service for Midway Games. Here Tom (l) and Randy, technical columnist for *Play Meter*, take a close-up look at the new *Monster Bash* pinball.

2 During Merit Industries' hospitality suite at AMOA International Expo '98, distributors stopped for a photo, (l-r): Guylane Tassoni of Starburst Coin Machines in Canada; David Goudeau of Southland Distributing in Lafayette, La.; and more of the Southland group including Greg and Sherry Goudeau, Paula Russell, and Connie Goudeau (seated).

3 At AMOA's 50th Birthday Party, (l-r): Carol Lally of *Play Meter*, Russell McKay and Sol Lipkin of Venture Entertainment, and Carol Ann Lally-Longacre of *Play Meter.*

4 Norm and Myndel Pozner (l), retired from Amusement Vending in Englewood, Colo., attended the show to visit with friends, including a stop at the JVL booth to see Jerry Gordon (l) and Mort Ansky. The Pozners are happily traveling the country in their recreational vehicle.

5 The term "industry veteran" is used often, but these two gentlemen have certainly earned that moniker. Dick Hawkins (l) of D & R Star in Rochester, Minn., and Norm Pink of American Amusement Arcades in Minneapolis, Minn., are always open to new ideas. That's what led them to the AMOA seminar on the Internet. These two former AMOA presidents never miss a trade show or the opportunity to expand their horizons.

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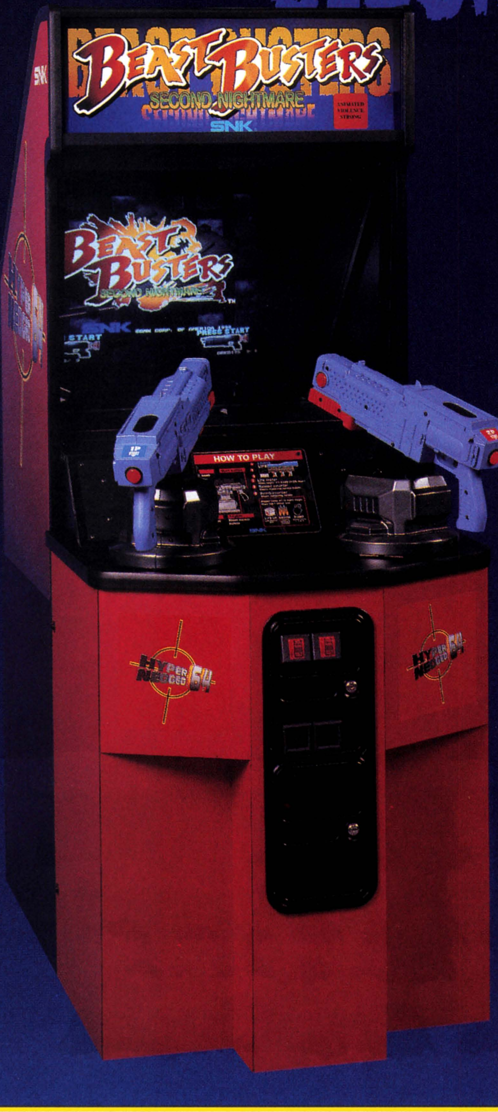

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6 Earl Eppler (l) of Suburban Vending Co. in Sussex, Wis., and Tom Cahill of Midway Games talk about the industry by the *Monster Bash* pinball.

7 Visiting the *Play Meter* booth at AMOA International Expo '98, (l-r): Clyde Knupp of Machine-O-Matic in Ft. Dodge, Iowa, and Vicki Sieben of M.H. Associates Ltd. in Fargo, N.D., with daughter Ariel and son Aaron.

8 Getting up close and personal with former NFL/Steelers star Rocky Bleier (c) at the Midway Games distributor meeting and product unveiling are Robert Vittitoe (l) of SunBelt Amusement and Vending Sales in Irving, Texas, and John Gatens of Southgate Amusement & Vending in San Antonio, Texas.

Bleier, the famous halfback who has four Super Bowl rings, entertained the crowd with his colorful recollections about life on and off the football field. He recommended moving past preconceived ideas, building on past success for future accomplishments, and stepping out of the box to embrace change. "If you think you are beaten, you are," he said. "The one who wins is the one who thinks he can."

9 Past AMOA presidents came from all over the country for a special dinner during AMOA International Expo '98. It was a memorable evening filled with stories about events that shaped the industry and the association.

10 Konami president Mike Rudowicz points to a blow-up of *Play Meter's* September "Equipment Poll" results that showed Konami's *Fisherman's Bait* as the No. 1 video kit. Nancy Hardt of Moss Distributing in Des Moines, Iowa, (a Konami distributor), shares his excitement. Congratulations, Mike and company.

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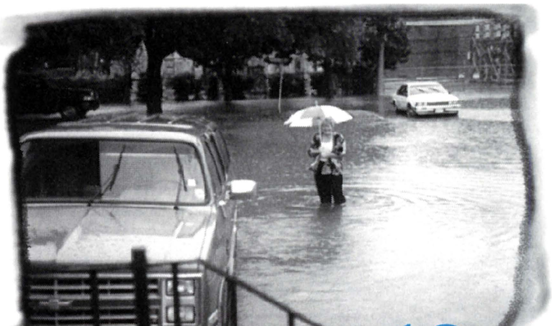

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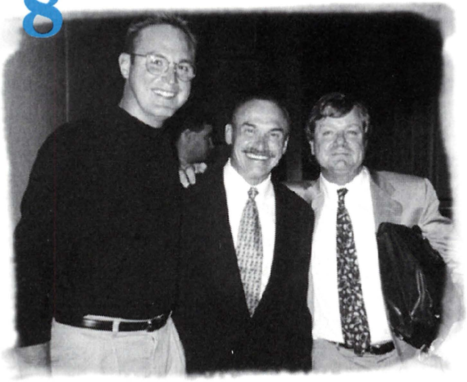

11 At the SNK booth during AMOA International Expo '98, (l-r): Jeff Yantz, Kent Kingston, Tim Jackson, and Marty Mann Smith of SNK by the new *Beast Busters: Second Nightmare* for the Hyper Neo-Geo gun platform.

12 As attendees played Midway Games' new products, some of the staff came together for a photo, (l-r): Linda Hansen, Steve Kordek, Krista Woss, Roger Sharpe, and Lucy Varela. The almost retired Kordek is a walking encyclopedia of pinball history and design. He continues to inspire those around him and, as he put it, "convey the love of the game."

13 Tropical Storm Frances caused extreme flooding in New Orleans, La., right before the AMOA International Expo '98. Here *Play Meter* editor Valerie Cognevich stands in the office parking area knee-deep in water. In late September hurricane Georges had the city in its sights, but later turned eastward toward the Mississippi Gulf Coast. Even so, New Orleans felt the high winds. The office and many citizens were without electricity for several days. ▲

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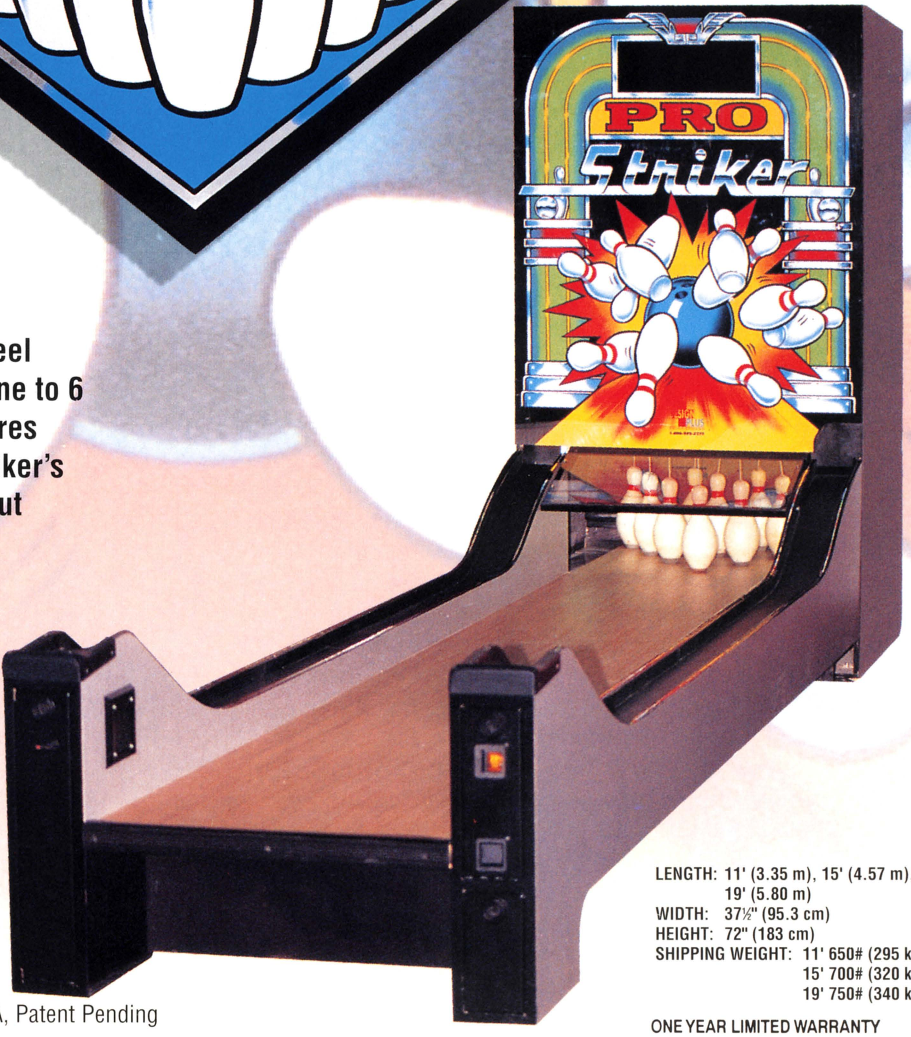

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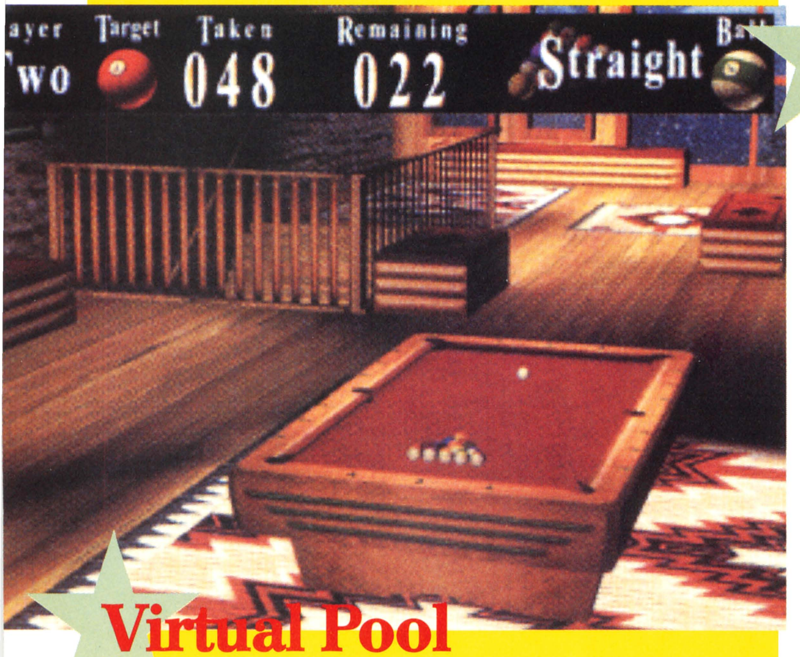


Virtual Pool

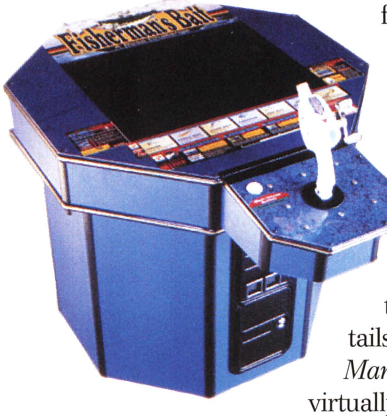
Incredible Technologies presents *Virtual Pool*, a 3D version of pool, created on IT's new Eagle 1 #D hardware platform. *Virtual Pool* is based on the PC game of the same name, produced by Interplay Productions. IT licensed the product for its name recognition and ball physics but changed the rest of the game to appeal to coin-op players and operators. IT developed all-new art, sound, and game features. The Eagle 1 3D platform uses 3Dfx chips and other processors to offer a true 3D environment.

Players can view the pool table from any angle, by turning, rotating, or zooming in and out. A hard drive has been added to the new platform, allowing for easy updating capabilities. Similar to *Golden Tee Golf* and *World Class Bowling, Virtual Pool* allows players to use a trackball to interact with the pool table. Players hold down the aim button and roll the trackball to rotate around the table and line up their best shot. When the aim button is released, the trackball acts as the cue stick. Other buttons offer players the ability to add English or Masse to the cue ball. Different levels of skill, as well as different playing environments and a variety of pool games, are offered. *Virtual Pool* also includes a "season play" feature, which allows players to store their initials in the game and play a season circuit at every locale included in the game. Players can resume their games in season play mode, encouraging tournaments and leagues.

Production models of *Virtual Pool* shipped in mid-October. Dedicated units will come in IT's works-in-a-drawer cabinet, and full kits will follow shortly after. A tournament version is underway. For more information, contact your local distributor or Bulldog Amusements, (425)869-6400; fax (425)869-6401. For general information, check the IT Web site (www.itsgames.com).

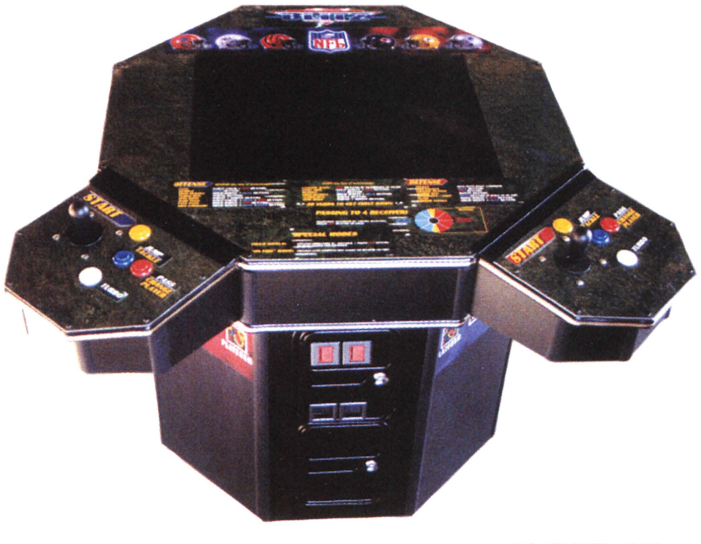
CT-2000 Universal Cocktail

Fun Co. Ltd. Introduces its new CT-2000 Universal Cocktail, the first cocktail cabinet that can accommodate any kit the operator may want to use. The cabinet includes movable control panels and a 25-inch rotating monitor. In its booth at AMOA, Fun Co. showcased three variations on the cabinet: one with Konami's *Fisherman's Bait*; one with a two-player *Golden Tee Golf* from IT (traditional 180 degree); and one with Midway's two-player *Blitz* (90 degree).



According to the company, operators can go back to locations such as Denny's, Shoney's, and Chi-Chi's that used to have cocktails all the time. Since *Pac-Man* the cocktail has been virtually gone, as there have not been any games to run in them. Now the newest, hottest kits can go in any location."

Options available include a pedestal to convert the sit-down to a stand-up, four-player control panel, sub-woofer, and bill validator door. For more information, call Fun Co. Ltd., (800) 808-5554.



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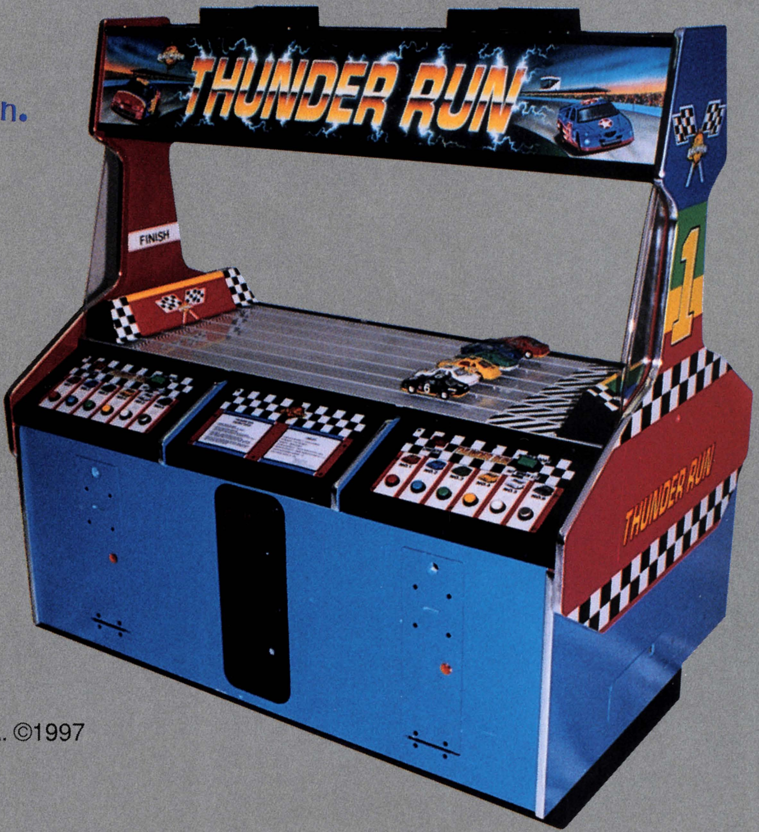
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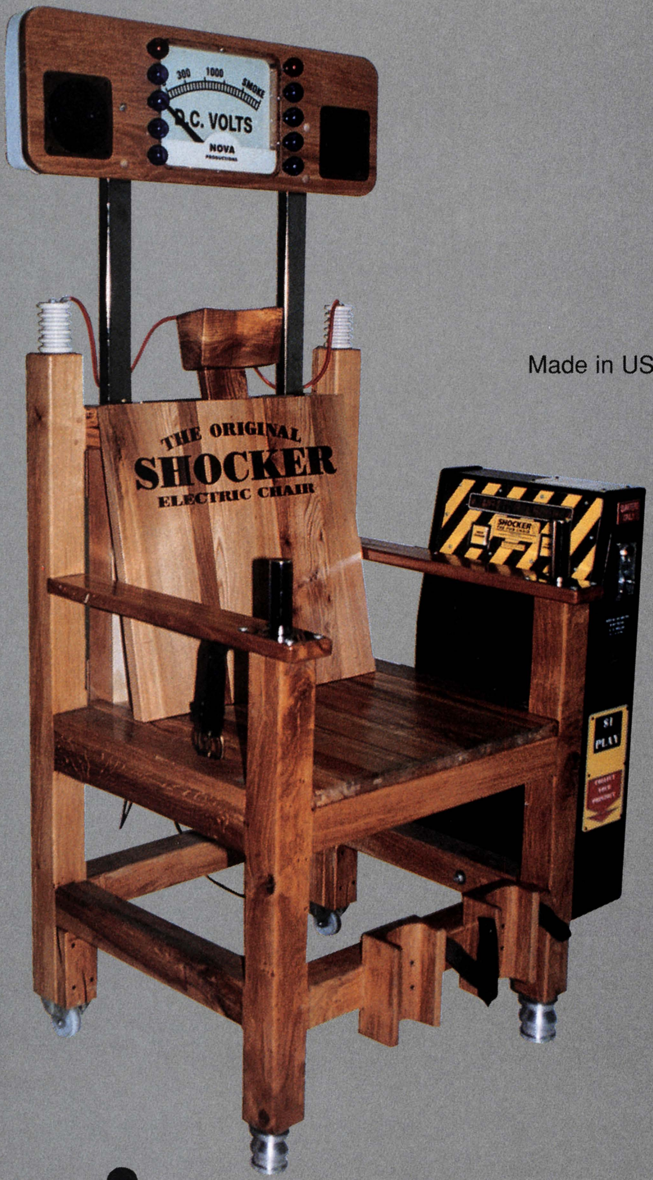
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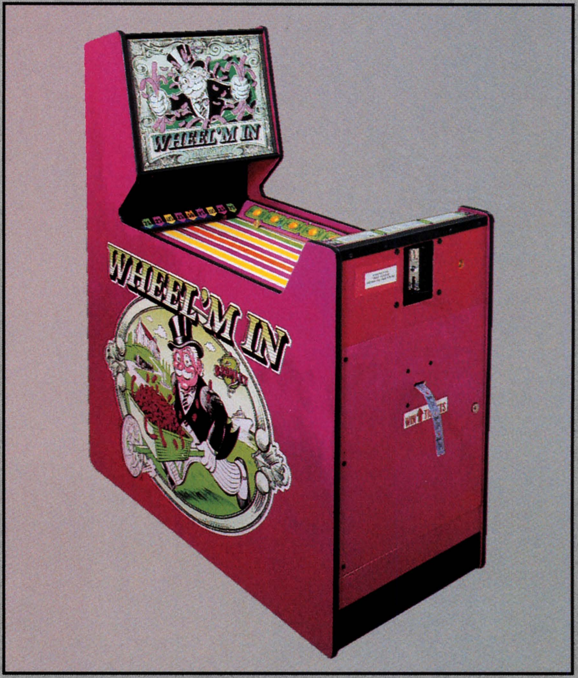
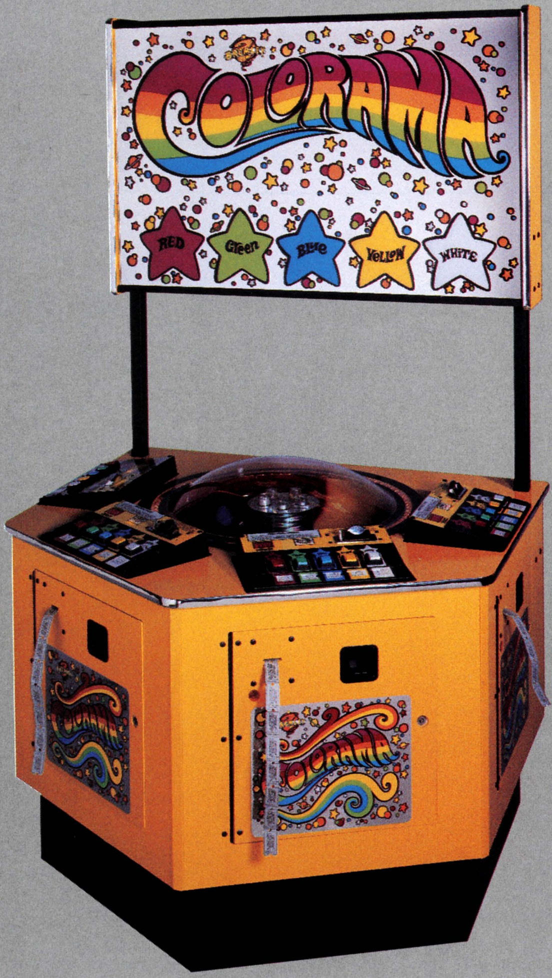

WHEEL'M IN
WHEEL'M IN

Dimensions:
W=22 1/8"
H=57 1/4"
L=47"
WT= 284 LB

Wheel 'm In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Blue
Yellow
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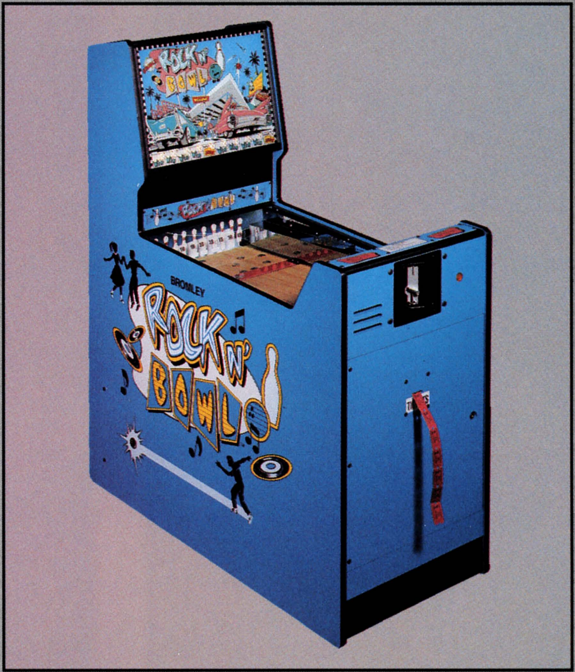
H=77/89" MAX
L=44"
WT= 420 LB

Colorama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L=45 1/4"
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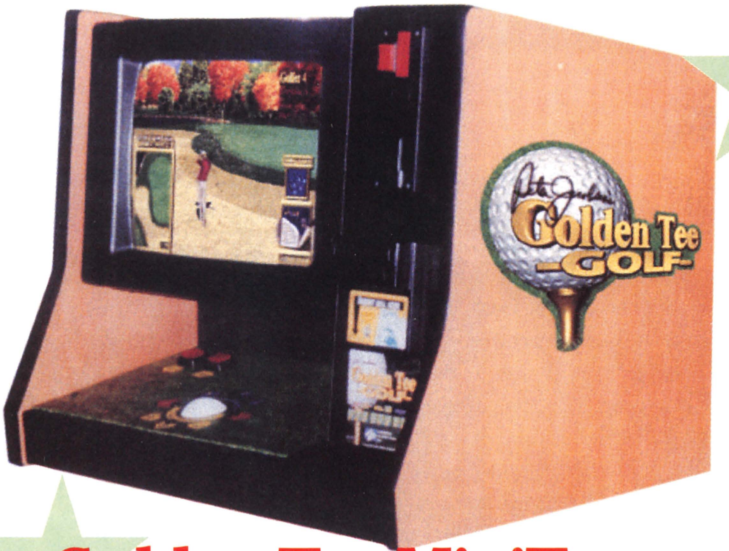

Golden Tee MiniTop

IT introduces the Minitop cabinet to its line of *Golden Tee* cabinet formats. The self-contained unit fits on a bar top yet has all of the features of a full-sized cabinet. This clever new tabletop model features a complete control panel, containing a trackball and buttons, mounted under the 13-inch monitor. A bill acceptor with stacker and coin mech come standard and are located in a locked compartment to one side of the monitor. The entire cabinet is mounted on a swivel base, allowing seated players to easily take turns during multi-player games. Game software has been tweaked to compensate for the smaller sized trackball, making the game feel just like the full-sized models. For more information, or distributor referral, contact IT, (847) 870-7027; Web site (www.itsgames.com).

Sportfishin' Simulator Deluxe

Traffic Jam Productions Inc. introduces its new *Sportfishin' Simulator Deluxe*, a stand-alone coin-op unit. Competitive scoring and custom programming allows for locations to host tournaments and fishing derbies. Players can choose from sailfish, marlin, tarpon, trout, and bass fishing.

The game is played with an authentic fishing rod and reel and features underwater footage of the strike. Players are scored on how well they play, whether or not there is enough tension on the line, and how well the rod tip is kept up. Each fish has unique play. For more information, call Traffic Jam Productions, (913) 894-4525.

Sportfishin' SIMULATOR

Encore, Starburst, and Sunrise

Rowe has launched the latest in the LaserStar series which includes its premium full-size jukebox, the *Starburst* CD-100H and the new coordinated *Starburst* wall-hung jukebox and selector. The full-size *Starburst* with gold tone trim is available in black or red and features a new lighting design along with an animated spinning disc. Twelve CD jackets are displayed at a time, and motor driven pages flip vertically. The *Starburst* is also equipped with a Rowe RBA bill acceptor and a 250-watt RMS amplifier with a dual seven-band equalizer.

The *Starburst* wall-hung model includes neon lights and accepts both coins and bills. It has a seven-band equalizer, three-channel surround sound capability, six-CD display, and a 250-watt RMS amplifier.

Rowe also introduced the new LaserStar *Sunrise* CD wall-hung jukebox and selector. Rowe now has a line of four wall-hung jukeboxes. And Rowe has introduced the LaserStar *Encore* jukebox, featuring an eye-catching 16-CD album cover display, three-channel surround sound capability, bill acceptor, and a 250-watt RMS amplifier with a dual seven-band equalizer. For more information, or distributor referral, contact Rowe, (616) 243-3633; fax, (616) 243-9414

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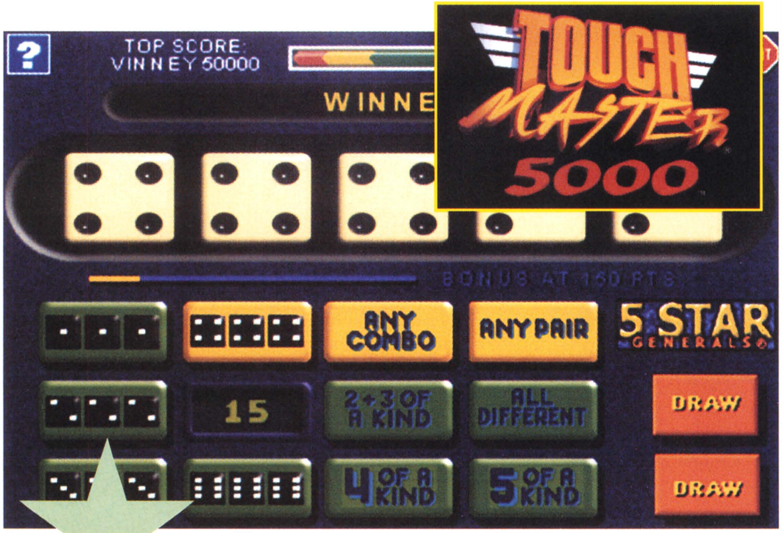
The Lit'l Maverick

Lit'l Maverick

Venture Entertainment changes the look of bumpa pool with the introduction of a new model, the *Lit'l Maverick* pool table. Features include slate top, adjustable coin chute, plywood cabinet, poplar top frame and rails, injected legs, casted corner, extruded ball return, metal trim molding, mica laminate, optional colors, and availability in non-coin operated versions. For more information, call Venture, (800) 461-2525; fax (732)914-9166.



TouchMaster 5000

Midway Games Inc. releases *TouchMaster 5000*, the latest software upgrade to the *TouchMaster* line of touch screen video games. There are four new games, and 11 other games have been redesigned to bring the total number on the *TouchMaster* menu to 32 games. This is the second *TouchMaster* software update this year and the fifth since *TouchMaster* first shipped two years ago.

New games include the trivia game, *Movie Trivia*, and skill games *Wild Slide, Mirror Mirror*, and *Crystal Balls*. Redesigned games include *Zap 'Em, 5 Star Generals, Double Take,* and *Triple 11s*. For more information or distributor referral, contact Midway, (773) 961-1000; Web site (www.midway.com).

Gauntlet Legends

Atari Games Corporation introduces *Gauntlet Legends,* a new four-player adventure-style game. *Gauntlet Legends* continues the theme of the original *Gauntlet*, released in 1985. The game features a variety of characters, monsters, special weapons, and richly themed worlds and provides hours of uninterrupted play from start to finish. *Gauntlet Legends* is available in two configurations: Atari Game's Showcase 39-inch cabinet and a brand new 27-inch upright. Both cabinets have been designed for four-player play. *Gauntlet Legends* ships with four 49-way joysticks.

Gauntlet Legends takes players on a quest through a magical world where danger lurks at every corner. A secret fifth realm, ruled by the mighty demon Skorne, is available only after players have re-conquered each of the four kingdoms.

Four champions and a host of special characters are available to players. The Warrior, Valkyrie, and Wizard return from the original game, along with the brand new Archer character and secret champions like the Minotaur, Jackal, and Tigress. The farther into the game they go, characters become stronger, faster, tougher, and have a greater mastery of magic. According to Atari, this feature of progressive character enhancement is unprecedented in coin-operated video games. A special password feature allows players to save their characters and to come back and use them later.

According to Atari, from the start of the first quest to the final end stage, *Gauntlet Legends* has nearly three hours of game play and myriad secrets that may take weeks of play to unravel. For more information, or distributor referral, call Atari Games (408) 434-3700; Web site (www.atarigames.com).

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GAUNTLET LEGENDS

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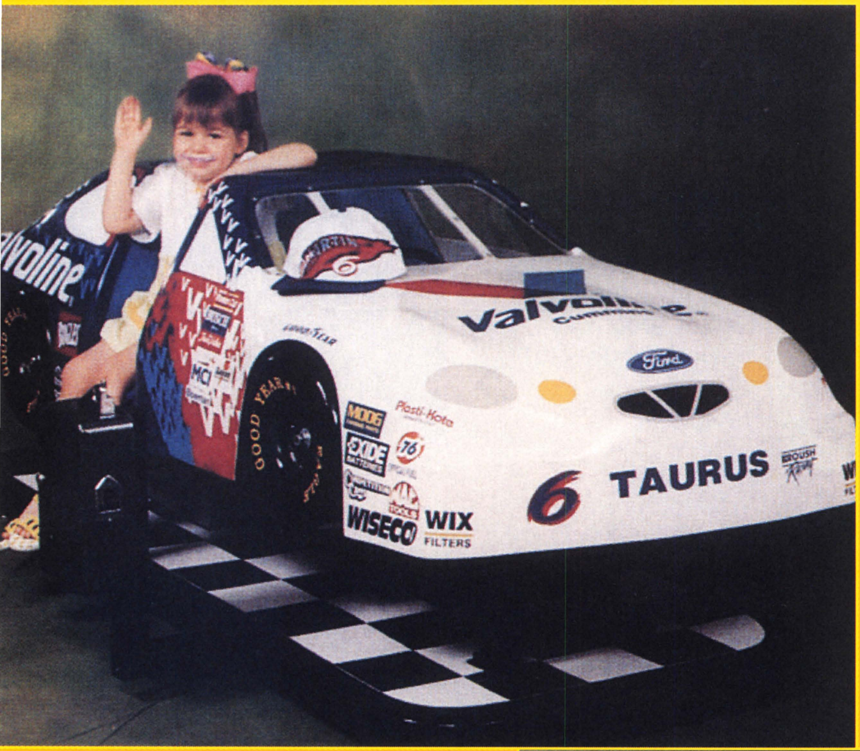

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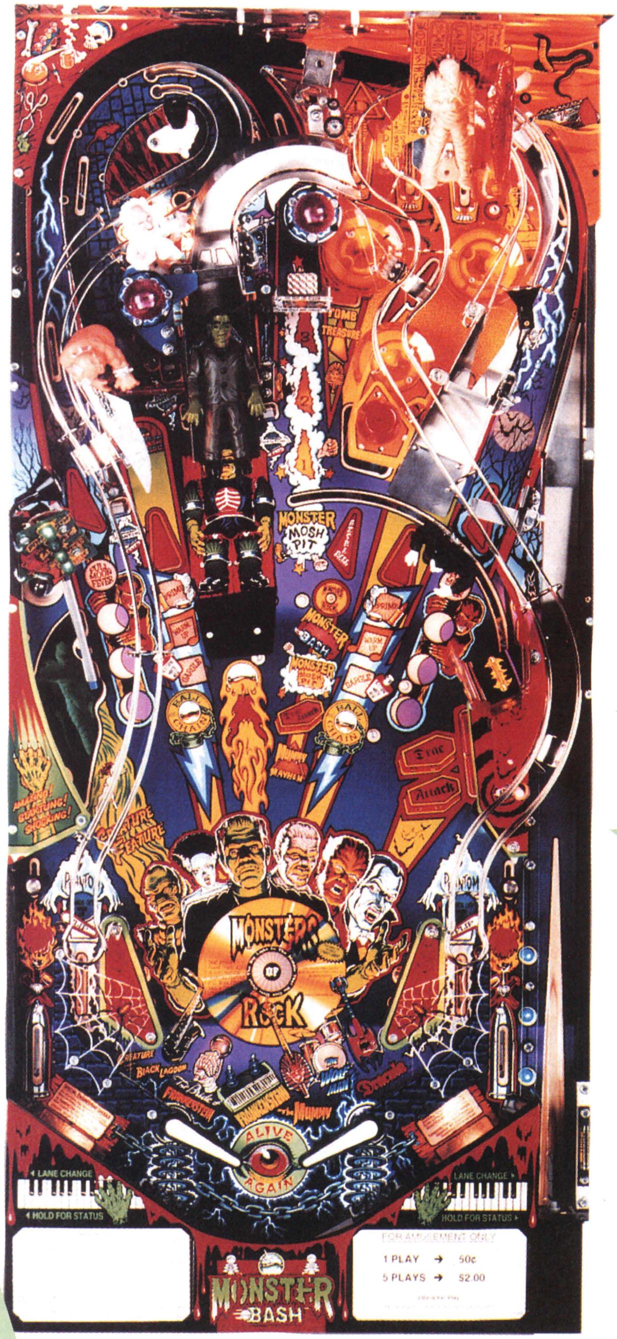


The Trading Pioneer

The Trading Pioneer wooden vending stand comes with either single- or double-machine capability. It stands 25 inches tall with three beveled wooden legs. *The Trading Pioneer* is made of pinewood and comes with a two-coat lacquer. For more information, contact Nationwide Vending Services, (516) 732-2042; fax, (516) 732-0094.

Carousel 1000

Carousel Vending Systems introduces the *Carousel 1000,* which allows users to rotate a carousel head to select their choice of eight varieties of chocolates or treats. The *Carousel 1000* includes key features such as product variety, high capacity, compact size, and durable construction. The *Carousel 1000* is constructed of break resistant Magnum ABS, heat treated steel and PVC materials; allows customers to view and choose items; is equipped with Chicago locks; and comes with interchangeable cartridges which make customization easy.

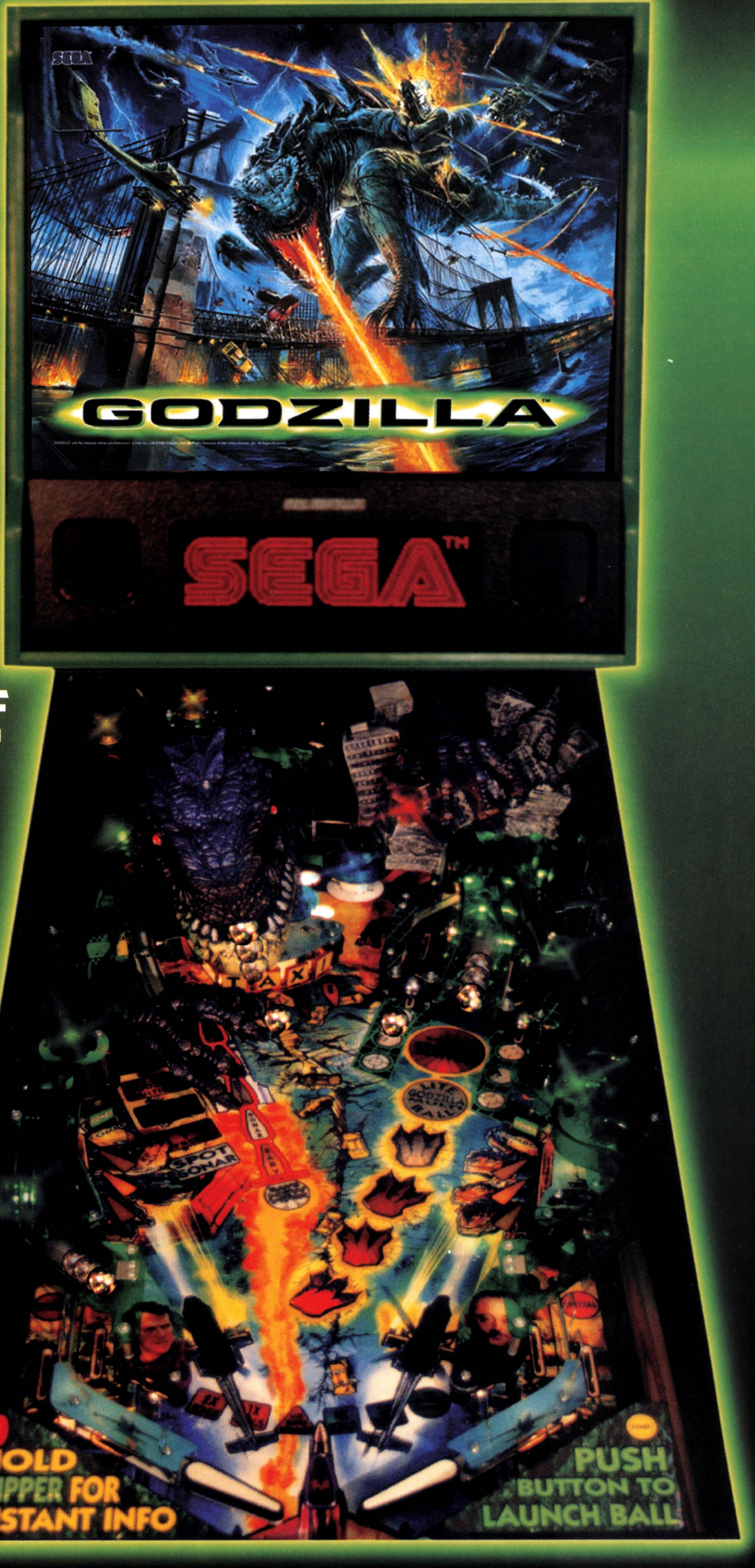
The *Carousel 1000* unit weighs ten pounds, stands 13.5 inches high, allows for up to eight different item selection choices, and vends up to 220 items from Hershey and other popular national brands. For more information, call Nationwide Vending Services, (516) 732-2042.

Monster Bash

Monster Bash is the latest pinball game from Williams Electronics Games. Licensed from Universal Studios, *Monster Bash* challenges players to gather famous monsters together to form a band for a jam session. The playfield features actual monsters that will join the band when the player hits the right combination of shots.

Featured monsters include Frankenstein, Dracula, Bride of Frankenstein, Wolfman, and the Creature. For more information, or distributor referral, contact Williams Electronics, (773) 961-1826; Web site (www.wms.com).

GODZILLA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TIME CRISIS II
namco

Soul Calibur
Time Crisis 2

Namco's *Soul Calibur* features a time release component. New characters, weapons, costumes, and stages enhance the longevity of the game. Game play changes almost weekly, and the game knows what day of the year it is, making subtle changes according to the season.

The new character is advertised in the attract teaser mode one week before the character becomes selectable. During this week the new time released character is released in an "unknown soul mode," a glass reflection of the new character. Several days later the new character is available only in the vs. CPU mode and finally as a new player-selectable character. The new player stage is released two days before the character becomes selectable. After all the characters are released, their "unknown soul mode" becomes selectable.

Web site passwords are displayed while playing *Soul Caliber*. Players then take these passwords home and enter them in Namco's *Soul Caliber* Web site to gain access to character development art and developer interviews.

Time Crisis 2 is now available from Namco in a street-ready, single player cabinet equipped with a custom locking bar for the coin door/cash box and a padlock hasp on the rear door. The coin door is equipped with a single coin mechanism and is dollar bill validat-r ready.

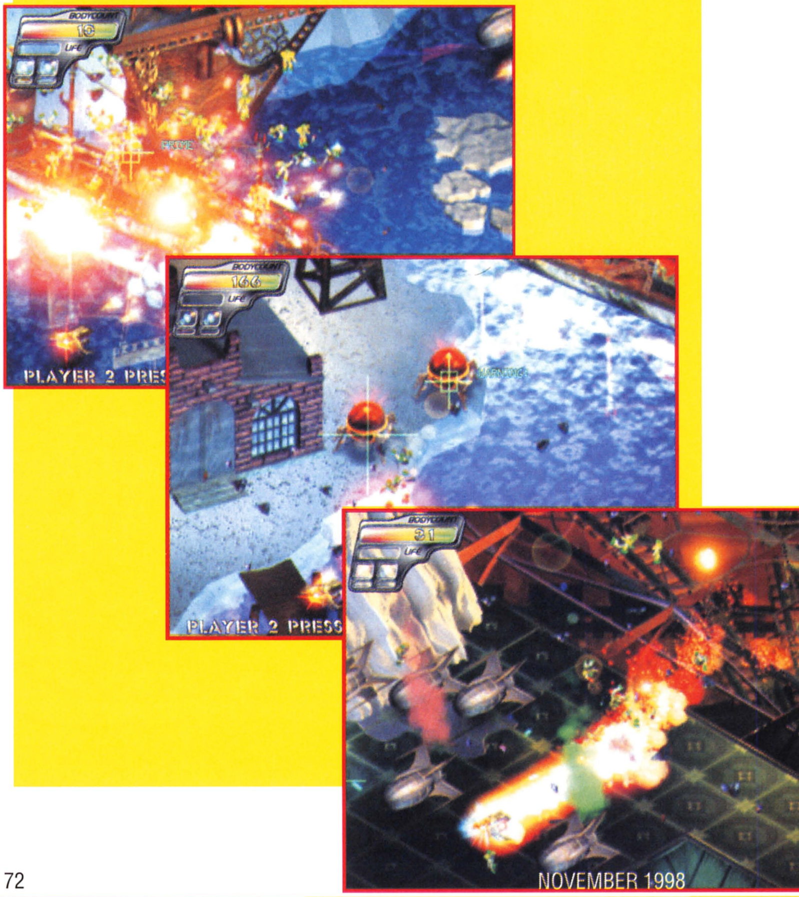
The custom locking bar is compatible with the *Time Crisis 2* deluxe and standard models. *Time Crisis 2* single-player cabinets will be available in the fall. For more information, or distributor referral, contact Namco, (630) 238-2248; fax (630) 238-9333; Web site (www.namco.com).

The Reap, Crazy Bus

Opus Entertainment Ltd. introduces HouseMarque's addictive shooter game, *The Reap*, and MarJaq's kid's game, *Crazy Bus*.

Fully compliant with the Intel open arcade architecture initiative via QuickSilver arcade PCs provided by Quantum 3D, *The Reap* puts the player in charge of an alien spaceship hovering above the Earth's surface in a high-resolution action game, which includes fast action graphics and 3D technology. The Opus prize mode allows ticket receipts to be printed according to high scores.

In *Crazy Bus*, potato creatures from Mars have landed on Earth. Male potatoes block the roads, spending their time glued to the road surface and singing silly songs, while female potatoes shop and go on sightseeing tours. To clear the roads of the city from male potatoes, the player guides a bus full of female potatoes on their sightseeing trip. Once the male potatoes are in sight, the player shoots a bunch of female potatoes from the bus in their direction. *Crazy Bus* features a prize mode. For more information, contact Opus' North American distributor, Lazer-Tron, (925)460-0873; fax (925)460-0365; Web site (www.lazertron.com). ▲



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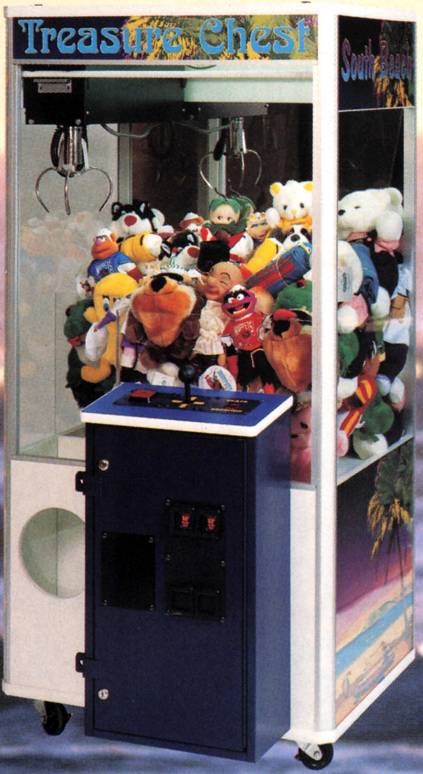
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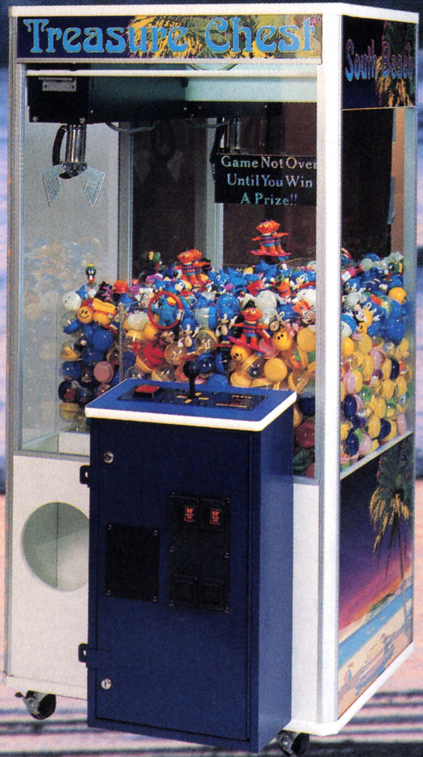
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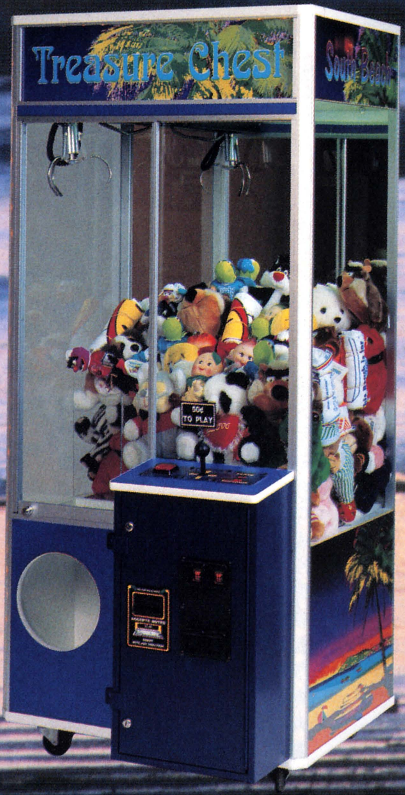
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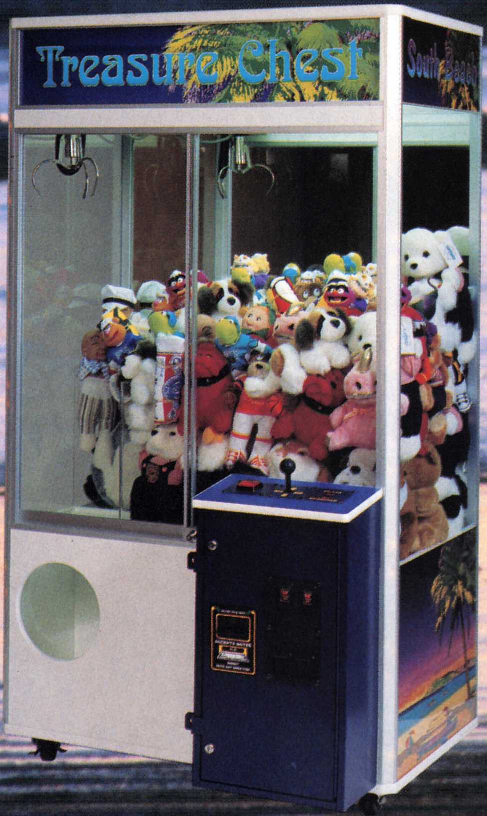
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ROWE'S GOAL IS SIMPLE:

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David Sadler (l) and Joel Friedman with the new *Encore.*

ROWE/AMI
Encore

Mention Rowe and most people will immediately think: jukeboxes. The company has been a leader in music since its days as Automatic Musical Instruments, but there's more to this company that has seen its share of problems.

While most would dwell on bad times, Rowe has only gotten stronger. We talked with David Sadler and Joel Friedman about Rowe's past, its present, and of course, its future.

Rowe/AMi has been in business since 1909 and has been through various owners since its Canteen days when Rowe was a major vending company. Rowe has changed its complexion rather dramatically in the past three years. In February 1995 the company was on the brink of bankruptcy for a couple of reasons. It was highly leveraged when it was acquired by Merrill Lynch, and through a series of questionable management decisions the company strayed from its core businesses.

Trying to expand the business in other ways proved highly unsuccessful. The company's launch into canned food/beverage machines, the OEM market producing hot food machines, and popcorn products for OEM accounts lost millions of dollars and added to the debt scenario dramatically. Up until a few months ago Rowe had debts in excess of $200 million, obviously a huge amount to carry for a company Rowe's size.

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There has been a restructuring of the company along with new ownership. The majority of the stock was previously owned by the Merrill Lynch Capital Partners Inc.. Late last year the majority of the debt was acquired by four New York-based investment firms, which include Angelo Gordon; Nomura Holdings of America; Goldman Sachs; and Bear, Sterns & Co., which currently own the majority of the stock.

All of the new owners are investors looking to move forward. As a result of this new ownership, Rowe has a totally different debt structure. Today there is a total debt of $56 million, about 25 percent of what it was prior to the restructuring. As Sadler said, "We have come a long way. We have changed the financial structure of the company and its operations significantly."

Sadler explained that in three years Rowe has gone from a major red-ink company losing several million dollars a year to a very viable company. In spite of the downturn in amusement business, Rowe has turned the corner, and through restructuring of debt and reducing the staff, it is moving forward. "Our mission now is to grow the business," stressed Sadler.

Joel Friedman added, "There are some important things in our history. It is important to note that the major problems at Rowe were primarily in the vending area. Our jukebox and changer lines, even during the debacle years, were maintained at the highest level. Operators once again voted Rowe the top jukebox company at the recent AMOA Expo, making it the 18th award out of 18 times it's been presented. In addition, Rowe has received the *Play Meter* Operators' Choice award, voted by operators, every year since its inception."

> ***"There has been a restructuring of the company along with new ownership."***

Friedman added that although video games have been the number one contributor of income for operators for many years, jukeboxes and pool tables have always been steady earners. "We all know what's happened to the video game business over the last five years and the slowdown in the revenue stream cycle. Overall, this slower cash flow has affected the street operator's ability and desire to spend money. On the other hand, the jukebox is probably the most stable investment an operator can make."

The entire Rowe operation has been consolidated. Its 18 leased facilities in Texas have been closed, and everything has been moved to Grand Rapids, Mich. That plant is considerably different in terms of its makeup and structure compared to three years ago."For example, at one time," Sadler explained, "we had 52 people manufacturing wiring harnesses. All that has now been sub-contracted; the bulk is in Mexico today."

He continued, "But the people who were making wiring harnesses are either operating machine tools or assembling. The employment in Grand Rapids has remained fairly stable, but we've gone from 1,008 employees to 412 worldwide as a result of closing the Texas operations."

Another change is Rowe's push to change the structure of its international penetration, which a short three years ago was just 20 percent of Rowe's business. Today it's jumped to 50 percent. About two years ago, in addition to offices in London, Rowe opened operations in Brazil and a year ago in Taipei, Taiwan. Sadler sees the significant growth of Rowe's international market due largely to its success in Brazil. Three years ago Sadler said Rowe had a 30 percent market share in South America, while today he estimates it at close to 70 percent. "Our largest single market outside of North America is Mexico," Sadler told us. "We have superb distribution in Mexico with a master distributor Rincon Musical who operates through about 35 sub-distributors."

THE JUKEBOX

Sadler agreed with Friedman that in recent years the video games have been the largest cash generator. However, he said the jukebox has been and continues to be the most consistent cash generator within the street amusement industry. He sees the jukebox market primarily as a replacement market here in the United States. Surprisingly, he estimates that the domestic market is still about 65 percent vinyl jukeboxes, adding that there is still a huge market for CD jukeboxes. "Contrary to the U.S. market, the bulk of the Mexican market is CD—it's been a growth market for us. At some point we will saturate the market and it, too, will become a replacement market," observed Sadler.

As Brazil opens up, Sadler estimates it will become as good as Mexico. "Rowe looks to open even more markets," he noted. "As a result, we opened the office in Taipei. We were in Beijing last month and see a bright future in the jukebox market in the Far East. Unfortunately, that's been stymied because of the tremendous devaluation of the Asian currencies to the U.S. dollar. The strong dollar has hampered international growth. In some of our markets today the cost of a jukebox in real U.S. dollars has gone up in excess of $900 in the past year."

Since the music side of Rowe is what most of us clearly follow, we asked Sadler what new developments are in store for the industry. "In the past three years Rowe has held pricing or actually reduced prices. We're selling some products for less than we were a few years ago. That's in spite of the fact that our cost of manufacturing has increased at about three percent a year. We have eaten cost increases of about eight percent that we have not passed on," Sadler explained. "With the new *Encore* we have

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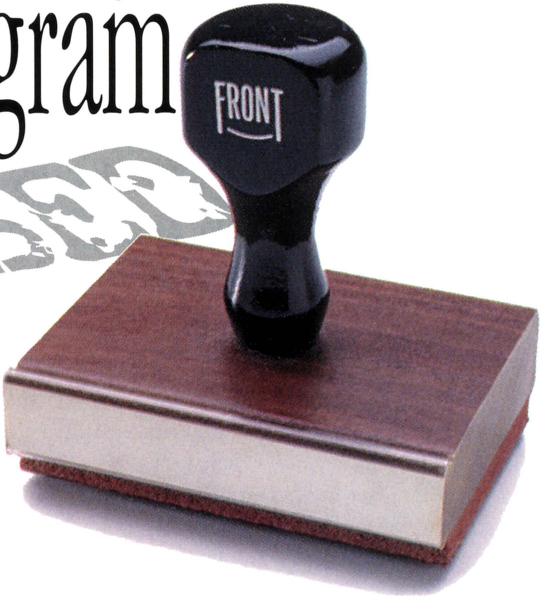

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brought out a lower priced product so we have a structure of a premium box, a mid-range product, and a low-priced box with the MM line."

He continued, "We believe that in order to spur the market to eventually replace vinyl boxes, we must hold the price or lower the price to make it more attractive to buy a new CD box. The other change obviously has been our new wall box line beginning with the *Storm* a year ago. We then followed with the *Berkeley* designed primarily for the U.K. market, introduced last January at the ATEI show. As of today we have expanded the line to include four products. We've gone from a zero percent share in the U.K. market to about a 25 percent share. We are getting real growth from the introduction of that product."

Friedman added, "We have made revisions to our designs because the early Rowe jukeboxes have been so reliable that operators hesitate to move them down. Part of our job is to give them exciting new product, and there is no doubt that we have done that. Operators have the opportunity to start replacing the vinyl marketplace that still exists. There are many operators predominantly CD, but there are an awful lot that have vinyl. Now that the C-100 is coming up on its 10th year, some operators still have them in their A and B locations. We think that now they will start moving them down to the C and D locations."

Friedman cites another vital factor affecting the jukebox industry: "The music industry hasn't had any hit music since Michael Jackson's 'Bad,' which is going back about five years. We haven't had any mega jukebox-type hits that bring people into the bars. We are very much related to what's happening in the music industry. A major portion of the jukebox business is the standard favorites, but what gives it an interesting boost once in a while is when you get a major hit. We all look forward to that because it gives the operators a hike in cash flow. Looking historically at the last 10 years, as a jukebox company we're very proud of what we have accomplished. A lot of energy and sweat has gone into what we've done and we look forward to even better things to come."

Joel Friedman and Carol Ganek with Rowe's latest changer.

tokens
CH
$1, $5, $10, or $20 BILLS

CHANGERS

As strong as Rowe views itself in the jukebox market, it also prides itself as a leader in the changer market. "We are the market leader," Sadler bragged. "We have made some philosophical changes and brought on a new line of changers, with twice the number of products we had a year ago. We've entered into the low-end price-wise domestically and that is going well. But the most significant change is that we now have the ability to move our changer line into some 30 foreign markets where Rowe has never before sold changers."

VENDING

The vending side of the business, which for many years was the bulk of Rowe's business, is now considered the smallest portion. But Sadler views that as opening more opportunities. In vending Rowe has two food machines, a popcorn machine, and a whole family of snack product including refrigerated units for offshore sales. The company introduced a new product at the National Automatic Vending Association (NAMA) show last month. "We have installed a Rowe changer in a snack machine which will allow smaller locations to utilize a changer at a fraction of the cost of a free standing unit," Sadler explained.

Rowe will also be introducing a bill-to-bill changer where customers can insert a $20 bill and get 20 $1 bills. "We have been very successful in terms of snack product into the Mexican market, and have been successful in gaining back some of the major account business that Rowe lost back in 1985," said Sadler. "It's very encouraging. We see growth in the vending side of our business, quite frankly, because we are such a small factor in that segment of the business compared to the bigger players."

PERSONNEL

Sadler has been with Rowe for three years. He came from the automotive, construction, and agricultural equipment industries where he spent 30 years. More recently he was with International Harvester as president of the international group with sales offices and manufacturing facilities in virtually every country of the free world and some behind the Iron Curtain. After leaving that business he moved to chairman of the board of copier giant Savan Corp. From there he went to work for Rowe.

One thing all of the businesses he's been in have in common, Sadler tells us, is that they are all distributor businesses. "If you look at a distributor-based business with its motivations, the business is basically the same." We are devoted to our distributors and our operators. As we look at developing new product in the future, any changes in our products have to be user/operator/distributor-friendly. Some new products coming out today don't meet that criteria. Taking the distributor out of the picture will lower the ad-

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Tel: (616) 243-3633 **ROWE/AMi** Fax: (616) 243-9414 vantage operators have in this business. We don't see that as acceptable."

Friedman went to work for Interstate United as a vending operator 35 years ago, right out of college. He then spent 10 years in the food manufacturing business (bottling, canning, frozen food, etc.), primarily as vice president and general manager of The Dia-Mel Companies. In 1973 he joined Flagstaff Corp., a New York-based East Coast food manufacturing and distributing company, as vice president of manufacturing and eventually became president of the food group. Flagstaff purchased Coffee Mat, which was a major manufacturer of vending coffee and snack equipment. Flagstaff management eventually became the NPM Group, which bought Rowe and Triangle.

Said Friedman, "It was a case of the mouse swallowing the whale when little Coffee Mat bought Triangle. I came over to work with Jerry Gordon in 1984 and got involved in the music side of the business with the video jukebox. I've been involved with Rowe since that time, and when Jerry retired I was not only involved in jukeboxes but took over his responsibilities for vending and currency. Today I am executive vice president of sales and marketing, responsible for North America and the Caribbean."

He continued, "I've spent my entire career working with distributors and operators both as a distributor and an operator as well as a manufacturer. I believe in the operators and feel akin to being one. I've made my share of service calls in the middle of the night. I understand location demand and how easy it is to lose one or satisfy one. I think there's a great amount of sensitivity at Rowe about what the operator and distributor goes through.

"It's just not as easy to make a living in this business as those outside of the industry think. As David said, we have always believed in value for money. Regardless of the price point, the value point must be there. People have to get what they are paying for. We have always tried to give our customers value for their money and stand behind our products. Quite frankly, there is not another company that surpasses us as far as service and parts. I'm not saying there aren't companies that don't try or even do as well. I'm saying no one surpasses Rowe in effort and standing behind our product, distributors, and operators."

Rex Yannarell has been with Rowe since the Coffee Mat days, working with Friedman nearly 25 years. Yannarell has an interesting little-known fact in his background: he was the inventor of the hotel minibar. He sold that business prior to joining CoffeeMat and then Rowe, where he has been ever since. While most of Yannarell's Rowe days have been spent in the London office, he now lives in Hilton Head, N.C. He is responsible for international sales, traveling all over the world.

> ***"Rowe boasts an interesting mix of people from manufacturing to management to engineering."***

Rowe boasts an interesting mix of people from manufacturing to management to engineering. If you take a look behind the scenes, you'll find a spread of experience with employees who have been with Rowe for 40 years through 78 rpm, 45 rpm, and now CD jukeboxes. There are engineering personnel who have advanced degrees from some of the finest schools in the country. Friedman said, "The people Rowe has behind the scenes are absolutely the best there are."

INTO THE FUTURE

Even after seeing an impressive list of products, it's only natural to ask, "What's next?" Here's what Sadler had to say, "Rowe is always working on new things. We have replaced our jukebox series four times in the last three and a half years. We are the only manufacturer in the world today that still does a booth box! As we release our products at the show, we are already working on the new product for next fall. We are also working on the next generation beyond that. We no more than launch a box than we are working on the next. It's constant change."

Friedman commented on the future: "As David pointed out, we continue with our basic philosophy which is value for money. Value for money means a lot more than just product. We have to understand where the operator is and how he works. We design product based on what the operator needs. We spend a lot of time in the field getting valuable input from operators about what they'd like to see.

"I know there is a lot of talk about new technology in music like downloading and other things that might happen, but I think I can make two statements that are very fair and very accurate. Number one, we'll always be there when the timing is right. Number two, we'll always be very conservative for the operator and for ourselves. We don't want to gamble the operator's money, we don't want to gamble the distributor's money. We don't talk about gambling, we talk about investing. We will never gamble with something that does not make economic sense. But Rowe will be there for the future, wherever it leads us."

He added, "Technology is easy to talk about. It's moving so fast today that what some people may call high-tech, I may call dinosaurs. If there is a major message, Rowe will take a long-term, solid money-making look without asking our customers to risk their business and their family's future."

Top quality product, experienced people, and long-term plans for the future. It's what Rowe is all about. It's what will make Rowe a company the industry will look up to as we venture into the unknown world of the 21st century. ▲

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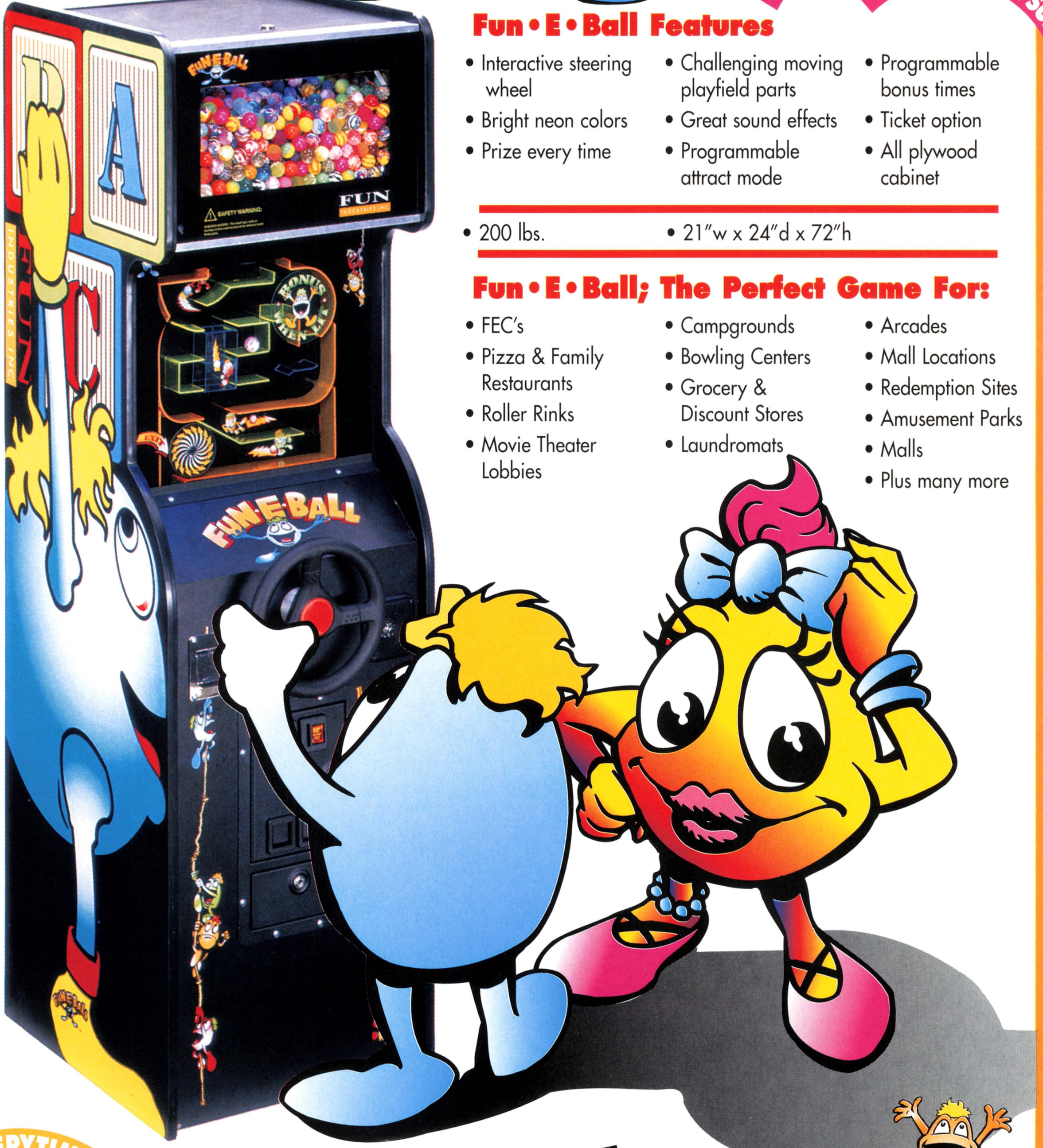

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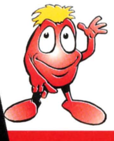

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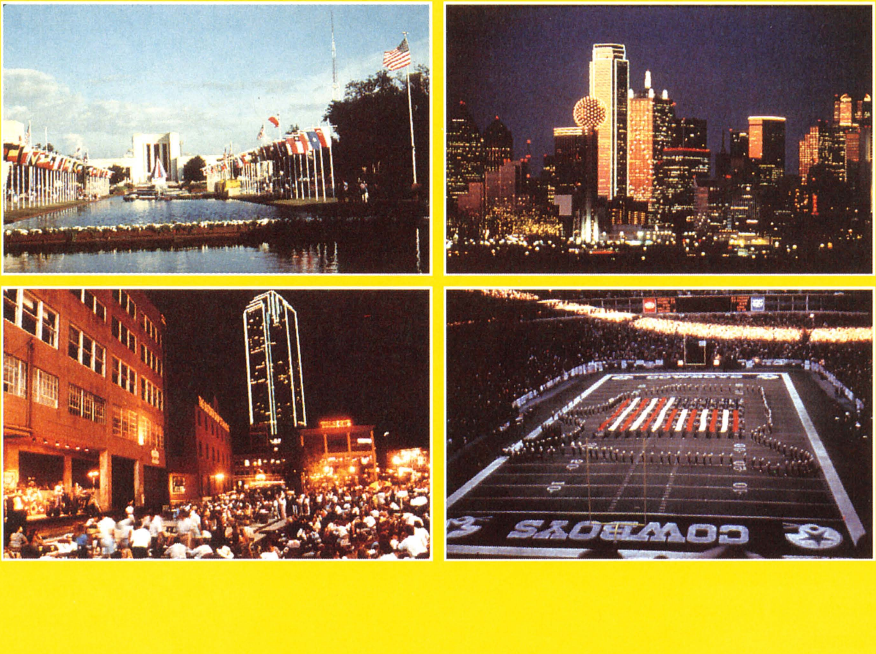
IAAPA 98 PREVIEW

dallas

The convention "BIG AS TEXAS" takes us there


COWBOYS
COWBOYS

November brings our industry to Dallas, Texas, the country's eighth largest city, for the show "as big as Texas," the 80th IAAPA Convention and Trade Show.

For the thousands and thousands of attendees expected at IAAPA, *Play Meter* offers this insightful guide to many of Dallas' popular, and some not so well-known, attractions.

The West End District, bounded by Elm, Record, and Lamar streets, where the Dallas Convention Center is located, is filled with many historic buildings and attractions. The West End Market Place is a warehouse district on the northwest corner of downtown. The most recent addition is the Planet Hollywood. The district is a good place for the kids as well as their parents, and at night there is action on par with New Orleans' French Quarter, one place *Play Meter* staffers know well. The district is loaded with restaurants and bars, and when the weather's decent you may see a live band playing a free concert outside.

Visit Deep Ellum on the eastern side of downtown for a bohemian taste of Dallas. Popular for its blues clubs in the '20s (both Leadbelly and Blind Lemon Jefferson once called Dallas home), Deep Ellum's main drag and northern border is Elm Street, extending south to Canton. You'll see longhaired kids standing outside of Club Dada or Trees, two popular music clubs, as well as the popular dance club 2826.

Visit the Lower Greenville area, parallel to Central Expressway, if a laid back college hangout is more to your liking. Highly recommended are the JFK Memorial, the Dallas Museum of Art, and the Dallas World Aquarium. The aquarium itself is located in Fair Park. An outstanding example of Art Deco architecture, Fair Park is being considered for National Historic Landmark status. It is home to one of the largest state fairs in the country, The Texas State Fair, and is open year 'round. Fair Park features the following attractions: IMAX Theater, African American Museum, Age of Steam Railroad Museum, Coca-Cola Starplex Amphitheater, Dallas Aquarium, Dallas Civic Garden Center, Dallas Historical Society's Hall of State Building, Dallas Museum of Natural History, Dallas Wind Symphony's band shell, and Science Place. The Dallas Symphony Orchestra will perform Nov. 20-22, at 8 p.m. with Sandi Patty.

Shoppers will want to peruse the West End Market Place at 603 Munger Avenue, (214/ 954-4350), a retail/entertainment complex with specialty shops, a theater and nightclubs, as well as the Galleria on LBJ Freeway 635 at Dallas Parkway, (214/ 702-7100), an upscale shopping complex in north Dallas, anchored by Saks Fifth Avenue, Macy's, and Marshall Fields. If bargain hunting, you may want to check out the Dallas Market Center, the largest wholesale merchandise resource in the world.

For dining choices *Play Meter* suggests stopping in at any one of Dallas' elegant restaurants, including Dakota's, a grillroom offering straightforward meat, fish, and fowl. Morton's of Chicago is a living-room-comfortable restaurant that serves outstanding aged beef. Also try Monica's Aca y Alla for Mexican food, Mama's Daughter's Diner for authentic southern cooking, or Seventeen-Seventeen, housed in the museum of fine art and thought by some to be one of the essential Dallas experiences.

For getting around in Dallas try the Yellow Checker Cab Co., (214) 565-9132; and the Allied Taxi Service, (214) 620-2500. ▲

Photos courtesy of the Dallas Convention & Visitors Bureau.

Opposite page (clockwise from upper left):

- Fairpark Esplanade is the home of the annual State Fair of Texas, the Cotton Bowl football game, and several museums.
- The pleasures of Dallas nightlife awaken at the end of each day.
- Halftime excitement at Texas Stadium, home of the Dallas Cowboys, includes performances by area marching bands.
- Live music is a highlight of the West End Historic District.

Entertainment specialists:

IAAPA is the place to be!

EXHIBIT HOURS

Wednesday, Nov. 18
11 a.m.-6 p.m.

Thursday, Nov. 29
10 a.m.-6 p.m.

Friday, Nov. 20
10 a.m.-6 p.m.

Saturday, Nov. 21
10 a.m.-4 p.m.

The granddaddy of amusement industry trade events invites everyone to mosey on over to Texas for an even bigger, better show (if that's possible).

For its 80th anniversary convention and trade show, the International Association of Amusement Parks and Attractions aims to make a big impression.

There's no better spot than Dallas, Texas, where entertainment facility owners, managers, staff, planners, and investors will soon gather for a close look at new technology and products that shape the leisure world.

It goes without saying that as you set out on a mission to see it all and do it all, you'll need comfortable shoes and a big notebook. Just look at the space to cover: over 1,200 exhibitors occupying over 800,000 square feet of display area.

While the Wow! factor is expected to run high along the exhibit aisles, the workshop sessions are equal to the task of delivering knock-out data and ideas that can translate into market advantages for your business.

Notable speakers include *Play Meter* columnist Michael Getlan of Amusement Consultants, Frank Seninsky of Alpha- Omega Amusements, Terry Weerts of Celebration Station, Timm Walsh of FunScape/Regal Cinemas, Tim Sorge of Swings-N-Things, Steve Hix of the International Recreational Go-Kart Association (IRGA), Tim Ruedy of Knott's Camp Snoopy, Matt Weinstein of Playfair Inc., and Peggy Carnahan of RECreation Inc.

Internationally-recognized consumer trends expert Faith Popcorn will be the featured speaker at the General Managers and Owners Luncheon Thursday, Nov. 19, 11:30 a.m.-1:30 p.m. in Ballroom A2 of the Dallas Convention Center.

Forty sessions span 13 workshop tracks; entertainment, family entertainment centers, financial management, food service, games, human resources, management, marketing and public relations, merchandising, safety and maintenance, smaller amusement parks, waterparks, and zoos and aquariums.

IAAPA members can avail themselves of all the sessions and zero in on those most applicable. A certain number of workshops are open to nonmembers: The Great Coin-Op Debate; What's New in Games; Safety Issues; Operator, Rider, and Insurance Company Safety Responsibilities; Government Relations Issues Affecting the Industry Around the World, and Dealing with the Extended School Calendar.

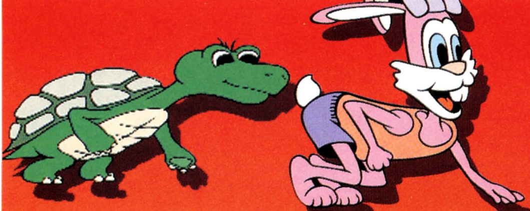
The Amusement Facility Management School (separate fee) on Monday, Nov. 18, will cover such topics as Creative Staffing; Release the Hidden Talent in Your Organization: Maximize Your Performance by Engaging Your Team; Stress for Success: A Prescription for Using Good Stress for Personal and Professional Success; and Benefiting from Technology.

A specific Certified Pool Operator program covers two-and-a-half intensive days of training for aquatic facilities.

Here's a rundown of what IAAPA has to offer in the general realm of education for each day:

TUESDAY, NOV. 17

8:15 a.m.-9:45 p.m.
Managing to Have Fun (Interpreted)



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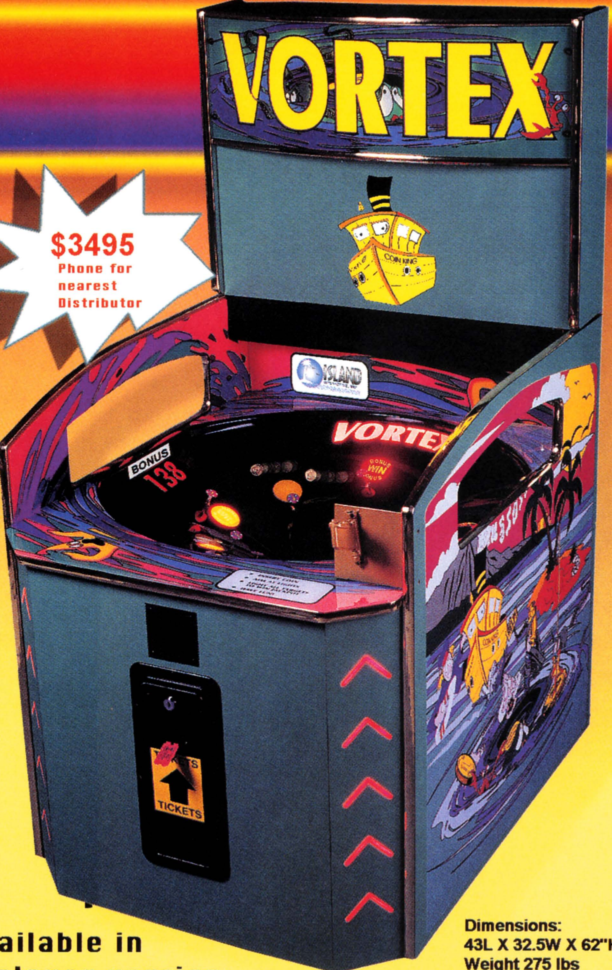

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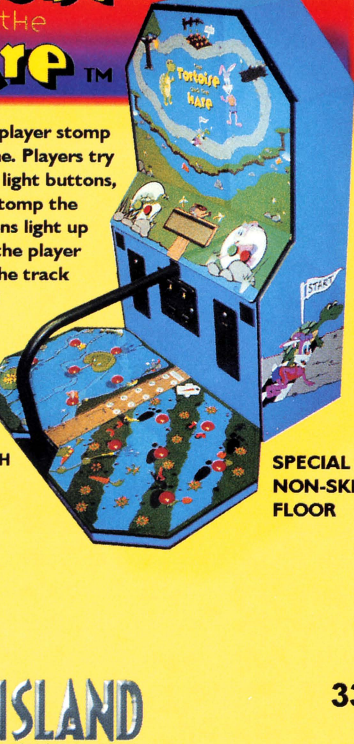

High speed two player stomp to the finish game. Players try to stomp on the light buttons, the faster they stomp the faster the buttons light up and the faster the player moves around the track to the finish line!

Dimensions:
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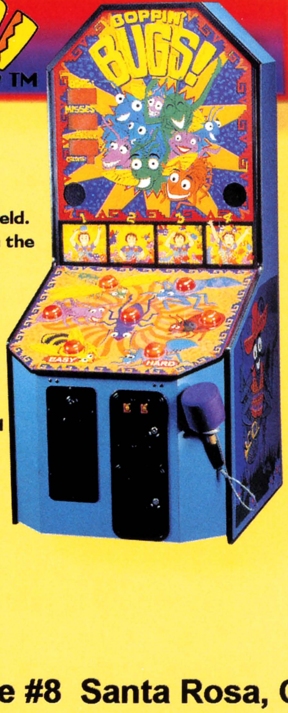

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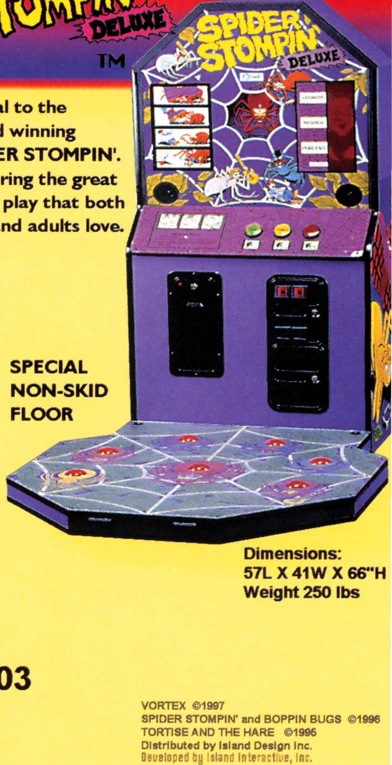

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10 a.m.-Noon
Food Service Trends

What's Wrong with My Store?

Direct Marketing

Preparing Business Plans and Obtaining Financing

Finding and Keeping Great People

10 a.m.-11:45 a.m.
Creating the Dream Behind Entertainment

12:15 p.m.-2:15 p.m.
The Great Coin-op Debate

Kid Power (Interpreted)

Training Return Employees

12:30 p.m.-2:30 p.m.
More Finance 101

12:30 p.m.-2:15 p.m.
Entertainment Building Blocks

2:30 p.m.-4:30 p.m.
Facing the Competition (Interpreted)

Merchandising for the Millennium

Guerrilla Operations Part 1

2:30 p.m.-4:15 p.m.
The Business of Entertainment

2:30 p.m.-4 p.m.
Departmental Training

WEDNESDAY, NOV. 18

1:45 p.m.-3:45 p.m.
Human Resource Information Exchange

Zoo and Aquarium Information Exchange

4 p.m.-6 p.m.
Generations: The Changing Face of the FEC Industry

Branding in Food Service

Round Table Discussion: Strategies for Success

Waterpark Operational Issues

Workshops are an important part of IAAPA.

What's Hot in Games (Interpreted)

Guerrilla Operations Part 2

THURSDAY, NOV. 19

8 a.m.-10 a.m.
Go-Karts: How the (Poor) Operation of Your Go-Kart Track Can Make You a Household Name in Your Community

The Power of Newsprint II

Safety Issues (Interpreted)

Reducing Losses—Pleasing Bosses!

Grooming Guidelines and Costuming for Employees

1:45 p.m.-3:45 p.m.
Financial Management/MIS Information Exchange

Entertainment Information Exchange

FEC Information Exchange

2 p.m.-4 p.m.
Legal Round Table

4 p.m.-6 p.m.
Operator, Rider, and Insurance Company Safety Responsibilities in FECs

Waterpark Round Table Discussion

Government Relations Issues Affecting the Industry Around the World

Nothing New Next Year? (Interpreted)

Non-cash Payments

4 p.m.-5:30 p.m.
Strategies for Building Internal Teamwork

FRIDAY, NOV. 20

8 a.m.-10 a.m.
Waterpark Cost-Saving Strategies

Group Sales/Special Events (Interpreted)

The Future of Themed Entertainment

8 a.m.-9 a.m.
Sexual Harassment

9 a.m.-10 a.m.
When Grief Strikes Your Park...the Human Factor

1:45 p.m.-3:45 p.m.
Games Information Exchange

Marketing Information Exchange

2:30 p.m.-4:30 p.m.
Successful Marketing Stories (Spanish only)

4 p.m.-6 p.m.
Changing Leisure Patterns (Interpreted)

Guest Relations

Dealing with the Extended School Calendar

Special events

On Wednesday, Nov. 18, IAAPA hosts its Annual Business Meeting and Service Awards Presentation, 8:15 a.m.-8:45 p.m., followed by the What's New Theater opener, 9 a.m.-10:30 a.m.

On Thursday, Nov. 19, there is an evening at the Six Flags Over Texas amusement park, 7:30 p.m.-11 p.m. (by ticket).

A series of receptions are scheduled: Wednesday, Nov. 18 for the Amusement Industry Institute Alumni, International Colleagues, and FECs; Friday, Nov. 20 for the Carnival Amusement Industry and Waterparks.

The closing event Saturday, Nov. 21 is the Lone Star Gala at Southfork Ranch, the spot made famous on the "Dallas" television series. Assume your best J.R. Ewing attitude, and swing on over at 6:30 p.m.! ▲

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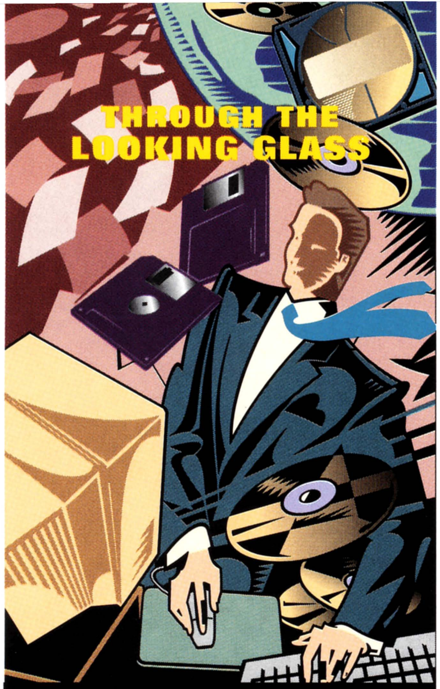

THROUGH THE LOOKING GLASS

VALERIE COGNEVICH

Quantum3D has taken a quantum leap

into the coin-op industry

> **"We think this is the shift that will really affect the industry. I know we've been talking about it for several years, but it's starting to happen."**

About four years ago, an industry friend Kristin Montgomery introduced me to Ross Smith of 3Dfx Interactive. I remember they had a handheld color TV set on which they were demonstrating graphics like the coin-op industry had never seen before. Their concept was to sell this graphics technology into the coin-op market, and that's just what they did. But the impact on the coin-op industry has turned out to be much more than they could have foreseen at the time. The role 3Dfx and Quantum3D are playing in our industry is coming clearly into focus, but the full impact has not yet been seen.

Let me warn you before you read any further; this is not a high-tech article. Sure, it's about technology, it's even about how technology will help the coin-op industry, but what I hope to accomplish is a simple to understand interview with a man who has not only researched the coin-op industry but has been willing to invest in its future.

What does this mean to an industry hungry for something new and different? Ross graciously gave me a big chunk of his time at the recent AMOA show to patiently answer some basic questions in terms we can all understand. A special thanks also goes to Quantum3D's Peter Giordano and David Foley for their help. There's a special glossary of terms that you will want to tear out and post on your bulletin board. We're going to be hearing these for a long time to come.

Tell us about Quantum3D.

Quantum3D is a spin-off of 3Dfx Interactive, which I started with two others in 1993. Our goal was to bring the style of real-time 3D graphics technology into the entertainment space. The goal of 3Dfx was to actually connect three markets—location based entertainment, coin-op, and the home personal computer—with common technology.

A key part of our strategy was to build a product that could meet the needs of both the home and coin-op markets by basically tweeking the configuration. One of my early jobs was to sell the technology in chip or board form to leaders in the coin-op market. Kristin Montgomery and I started peddling our product everywhere there was a coin-op company trying to get that technology. And it worked. We got deals in Japan and at Midway, Bally Gaming, and Incredible Technologies. Game manufacturers started calling us.

How was it going in the personal computer market?

Something happened in the personal computer market that was very bizarre. While we thought initially that most of our business would be dominated by coin-op, the price of memory in the home computer market fell through the floor which meant that our customers like Diamond Multimedia, Creative Labs, and other consumer multimedia companies could build graphics boards at a much lower cost than originally anticipated. That made them much more popular in the home market.

In 1997 we decided to take 3Dfx public. We had this two-fold business

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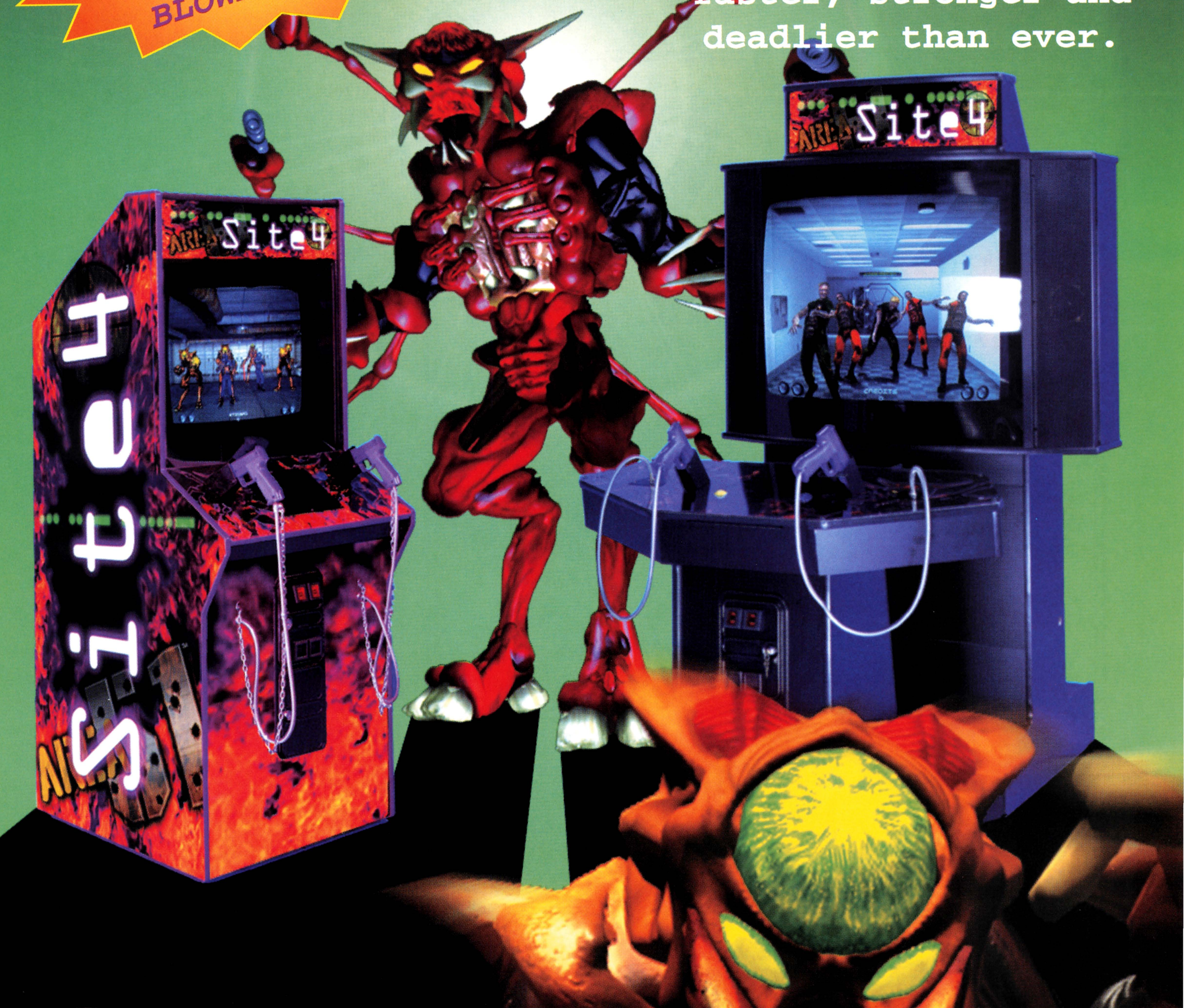

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Developed by Mesa Logic, Inc.

model: the chip business dominated by consumer companies that used those chips to build graphics boards for home PCs, and we had customers in the specialty or professional markets—like coin-op and location based entertainment—that were using higher level configurations of the technology.

That was too confusing for Wall Street, so we separated the two. We kept 3Dfx as the chip company and we spun off Quantum3D to become a new company focusing on the professional markets.

I left 3Dfx Interactive and created a new team whose mission is to create industry-leading products that provide real-time 3D capabilities for the coin-op, location based entertainment, visual simulation markets, and what I call the lunatic fringe area of the consumer market. We have been very successful. Today we have 65 employees and we'll do about $20 million in revenue this year. Not bad considering we've only been in business a year and a half!

Describe your relationship with Intel and how it applies to what we've been hearing about for the past two years.

Bringing the PC into the coin-op market was a key part of our strategy even at 3Dfx. We felt that the PC had increased in performance so much with the advent of the Pentium and the PCI bus, and also that it was getting more portable that it would be the perfect common platform for the out-of-home (coin-op) market and the in-home market (the PC). For the first time there would be something in common between the two platforms.

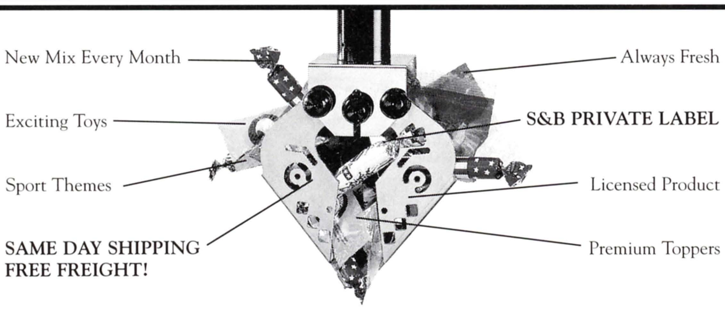
Why would it be important to have a common platform?

If you look at the classic console market there are great game platforms, but there is no coin-op equivalent. When a company like Midway, for instance, creates games for its coin-op systems it is a massive undertaking to move those to the consoles involving a huge development expense.

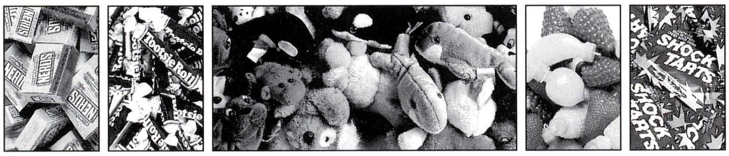
Could you explain why it is so difficult to move a coin-op game to the home systems?

First of all, the processors (CPU) in the various home platforms are all very different. In the case of Sega's Model 3, the foundation for *Virtua Fighter*, etc., they use a PowerPC chip from Motorola as the CPU and they use graphics chips developed by Lockheed Martin. The Sony PlayStation home consoles use chips developed by Belisi Technologies. There is a very different technology base between the two platforms. Simply put, they speak a different language. You can't take the code that runs a Sega system and bring it home on a Nintendo 64 without an expensive, massive undertaking.

Realizing this, we contemplated a unique approach: using the PC as a



CANDY CRANE MIXES



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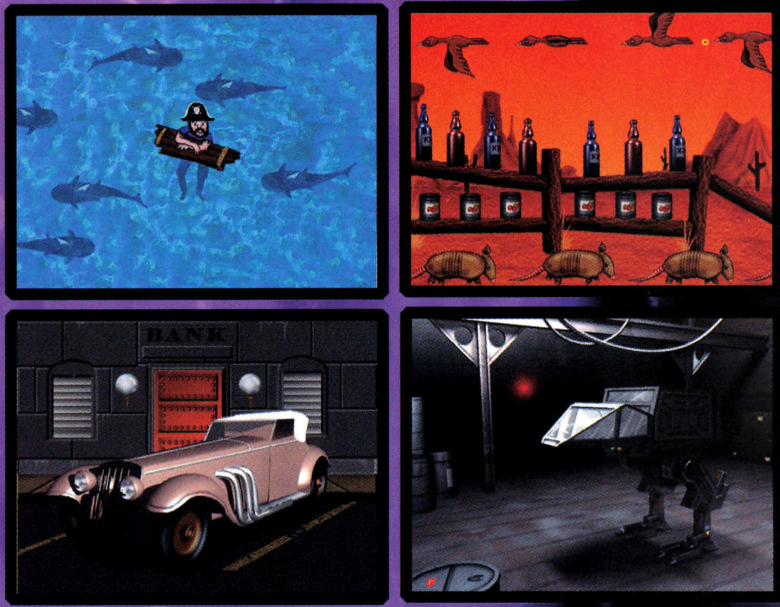

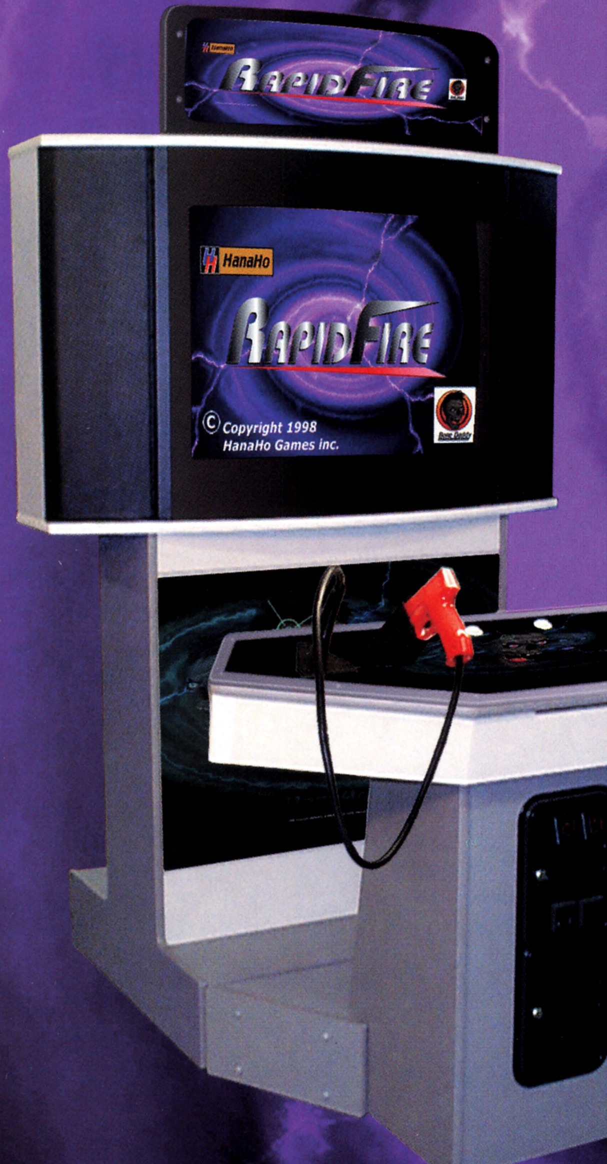

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common platform in both markets. The CPU, the 3Dfx graphics technology, the operating system, the disc drives, the networks, and everything else is the same. It means that now companies that develop games for coin-op can bring them home very easily. But more importantly, companies that develop games for the home market can now bring them to coin-op. We think this is the shift that will really affect the industry. I know we've been talking about it for several years, but it's starting to happen.

Now let me finish here about our relationship with Intel. We knew bringing the PC into the coin-op market to provide a common platform between the home market and coin-op would be beneficial. Games could easily flow back and forth, coin-op manufacturers could see a significant reduction in their engineering costs because they could leverage all the R&D that Microsoft and Intel had put into the market, and since technology is on a very steep curve in the PC market the coin-op market could benefit from that as well.

One of the greatest benefits is the number of game developers that know how to develop games for the home market that with the right stimulation and right kind of development environment can bring their content to the coin-op market very easily.

But there was a gotcha! When we first talked to Intel in 1994 they had no clue about coin-op. It wasn't until 1996 or 1997 that they finally caught on after countless meetings and dragging Albert Teng to IAAPA to show him the potential in the marketplace. We formed this group called the Open Arcade Architecture Forum with Intel's leadership and us providing a lot of the technical backbone about what it really took to bring the PC into the coin-op market.

Our technology was used in the first version of the specification for the standard and has again been adopted for the next generation of the standard, in part because we are the only company really looking to build PCs for coin-op..

But isn't there more to it than simply buying a computer off the shelf at CompUSA?

You can't buy off-the-shelf PCs and bring them into the arcade market with any hope they will survive. There's a whole laundry list of why that's the case. The first thing is that the arcade environment is very harsh for a variety of reasons. Machines endure shock and vibration just being transported to a location and off-loaded from a truck. They also get a lot of abuse when a player really gets into a game.

This is evident if you look at Midway's experience with *Killer Instinct.* It was the first game to ship with a disc drive. Midway had terrible problems with having to replace disc drives. It's

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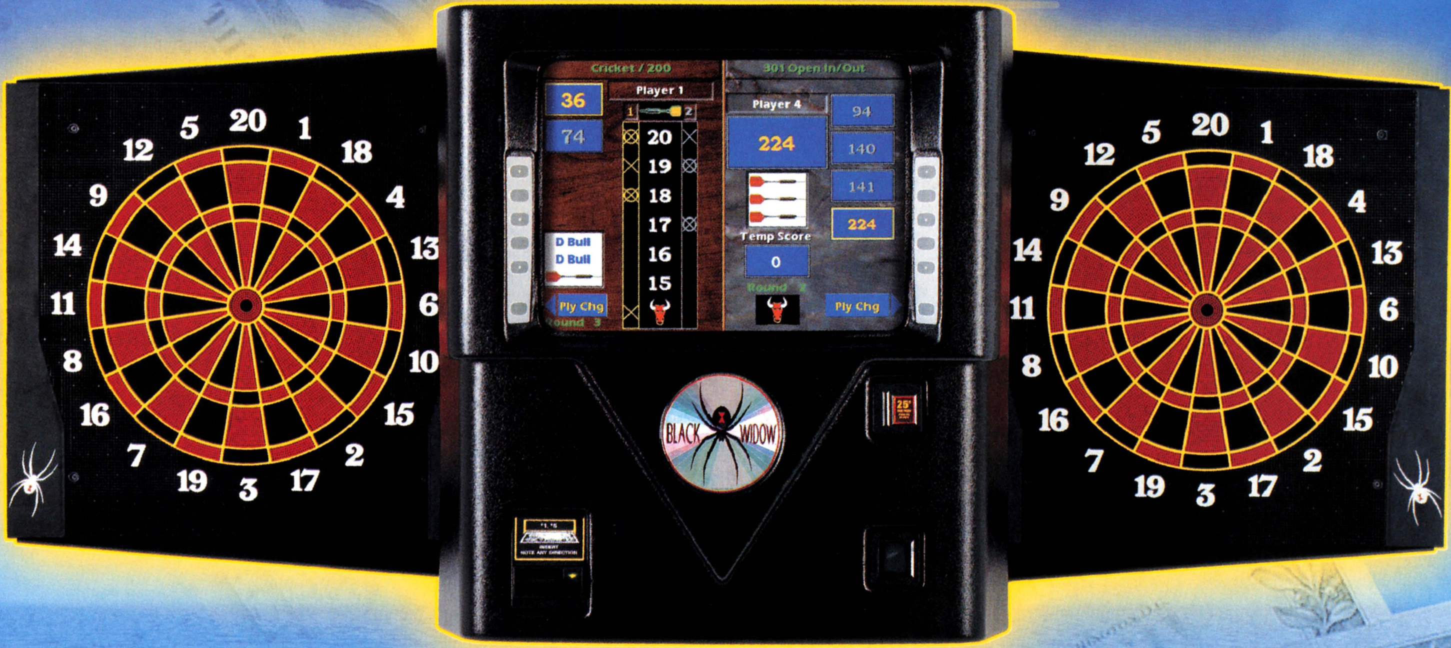
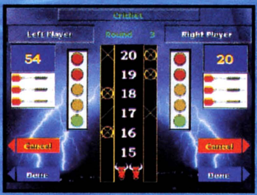

Cricket / 200
Player 1
36
74
20
19
18
17
16
15
D Bull
D Bull
Ply Chg
Round 3
301 Open In/Out
Player 4
224
94
140
141
224
Temp Score
0
Round 2
Ply Chg
BLACK
WIDOW
20
1
18
4
13
6
10
15
2
17
3
19
7
16
8
11
14
9
12
5

Two Dart Games

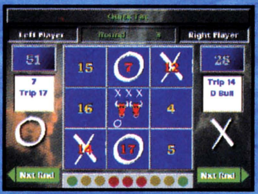
The Black Widow when played in the "split-screen" mode, is the full functional equivalent of two Galaxy games. Each side functions independently and offers all of the games and features of the Galaxy plus more.

Simultaneous Play (Head-to-Head) (Left vs. Right)

Traditional Games are more fun:

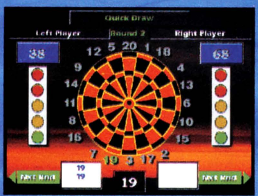

Cricket
Left Player
Round 3
Right Player
54
20
20
19
18
17
16
15
Cancel
Cancel
Done
Done

Cricket-pile on points before your opponent closes the number.

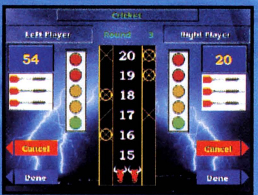

Quicket
Left Player
Round 3
Right Player
51
25
7
Trip 17
Trip 14
D Bull
15
7
16
4
17
5
Next Rnd
Next Rnd

Tic-Tac-Darts-close the number before your opponent.

New Games for new fun:


Quick Draw
Left Player
Round 2
Right Player
58
68
19
Next Rnd
Next Rnd

Quick Draw-when the randomly selected number pops up, be the first one to score and steal your opponent's darts.


Cricket
Left Player
Round
Right Player
54
20
20
19
18
17
16
15
Cancel
Cancel
Done
Done

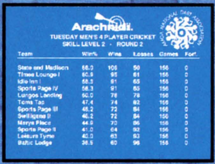
Quicket-Cricket with a twist. Hit the magic number first and steal your opponent's darts.

Easier League Play

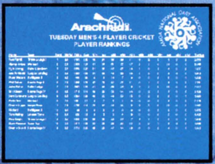
Enhanced two-way communications upload league matches, standings, and schedules. The games will be ready and waiting for the league players with no need for player cards. League fees are collected by the bill acceptor and reflected in the accounting on the screen.

Arachnid
TUESDAY MEN'S 4 PLAYER CRICKET
LEAGUE SCHEDULE

League Schedules


Arachnid
TUESDAY MEN'S 4 PLAYER CRICKET
SKILL LEVEL 2 - ROUND 2

League Standings


Arachnid
TUESDAY MEN'S 4 PLAYER CRICKET
PLAYER RANKINGS

Player Ranking

Enhanced Dual Communications

In addition to the above, software enhancements and advertisements can be distributed with equal ease. For machines without a modem, completely automatic updating can be accomplished during collection with an industry-standard Jaz drive.

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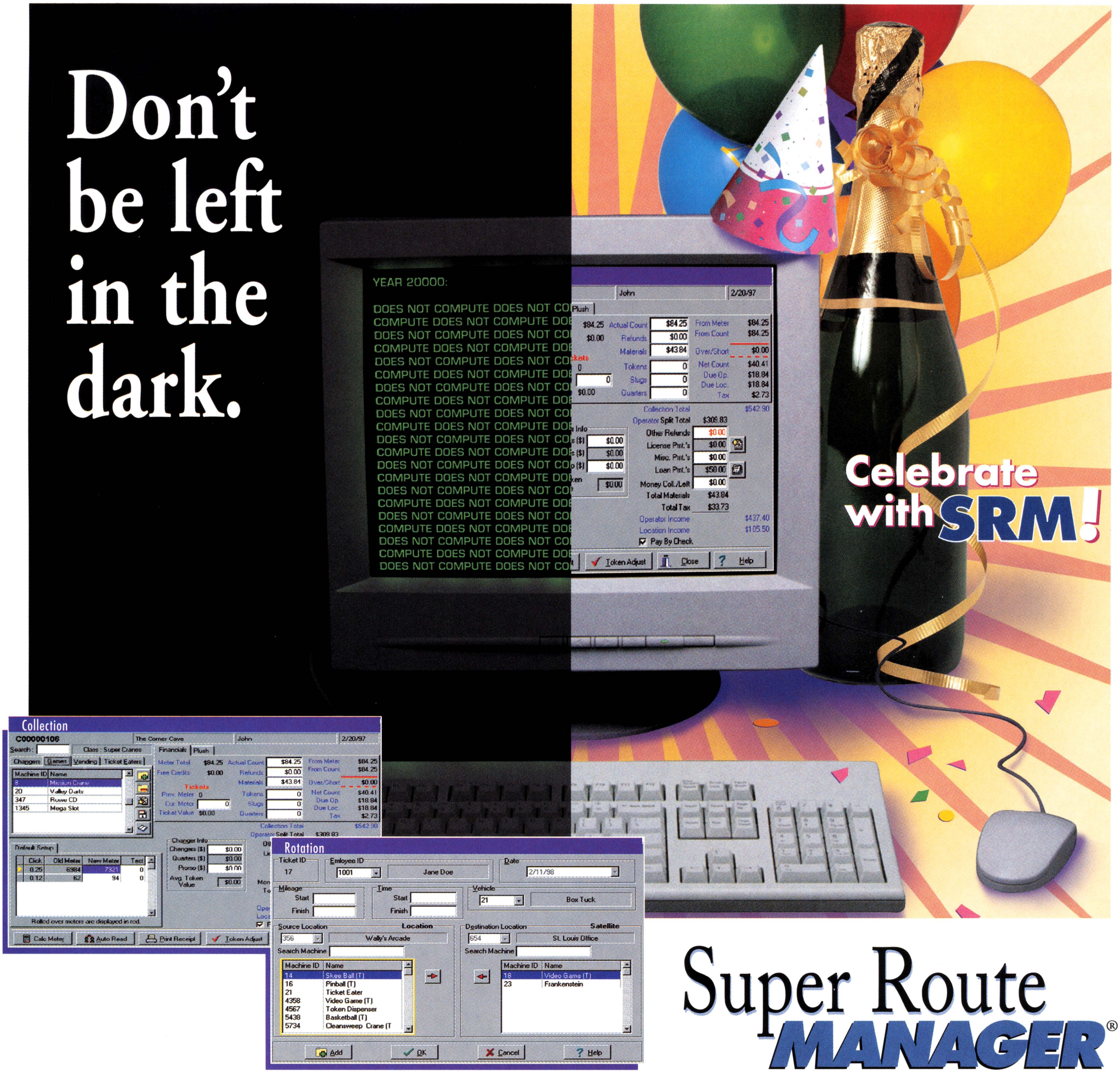

Collection

C00000106 | The Corner Cave | John | 2/20/97

Search: | Class : Super Cranes

Changers | Games | Vending | Ticket Eaters

Machine ID	Name
8	Mission Crane
20	Valley Darts
347	Ruwe CD
1345	Mega Slot

Financials | Plush

Meter Total $84.25
Free Credits $0.00
Tickets
Prev. Meter 0
Cur. Meter 0
Ticket Value $0.00
Actual Count $84.25
Refunds $0.00
Materials $43.84
Tokens 0
Slugs 0
Quarters 0
From Meter $84.25
From Count $84.25
Over/Short $0.00
Net Count $40.41
Due Op. $18.84
Due Loc. $18.84
Tax $2.73
Collection Total $542.90
Operator Split Total $309.83
Other Refunds $0.00
License Pmt.'s $0.00
Misc. Pmt.'s $0.00
Loan Pmt.'s $50.00
Money Coll./Left $0.00
Total Materials $43.84
Total Tax $33.73
Operator Income $437.40
Location Income $105.50
☑ Pay By Check

Default Setup

Click	Old Meter	New Meter	Test
0.25	6984	7321	0
0.12	62	94	0

Rolled over meters are displayed in red.

Changer Info
Changers ($) $0.00
Quarters ($) $0.00
Promo ($) $0.00
Avg. Token Value $0.00

Calc Meter | Auto Read | Print Receipt | Token Adjust | Close | Help

Rotation

Ticket ID 17
Emloyee ID 1001 Jane Doe
Date 2/11/98
Mileage Start Finish
Time Start Finish
Vehicle 21 Box Tuck
Source Location 356 Location Wally's Arcade
Search Machine
Destination Location 654 Satellite St. Louis Office
Search Machine

Machine ID	Name
14	Skee Ball (T)
16	Pinball (T)
21	Ticket Eater
4358	Video Game (T)
4567	Token Dispenser
5438	Basketball (T)
5734	Cleansweep Crane (T

Machine ID	Name
18	Video Game (T)
23	Frankenstein

Add | OK | Cancel | Help

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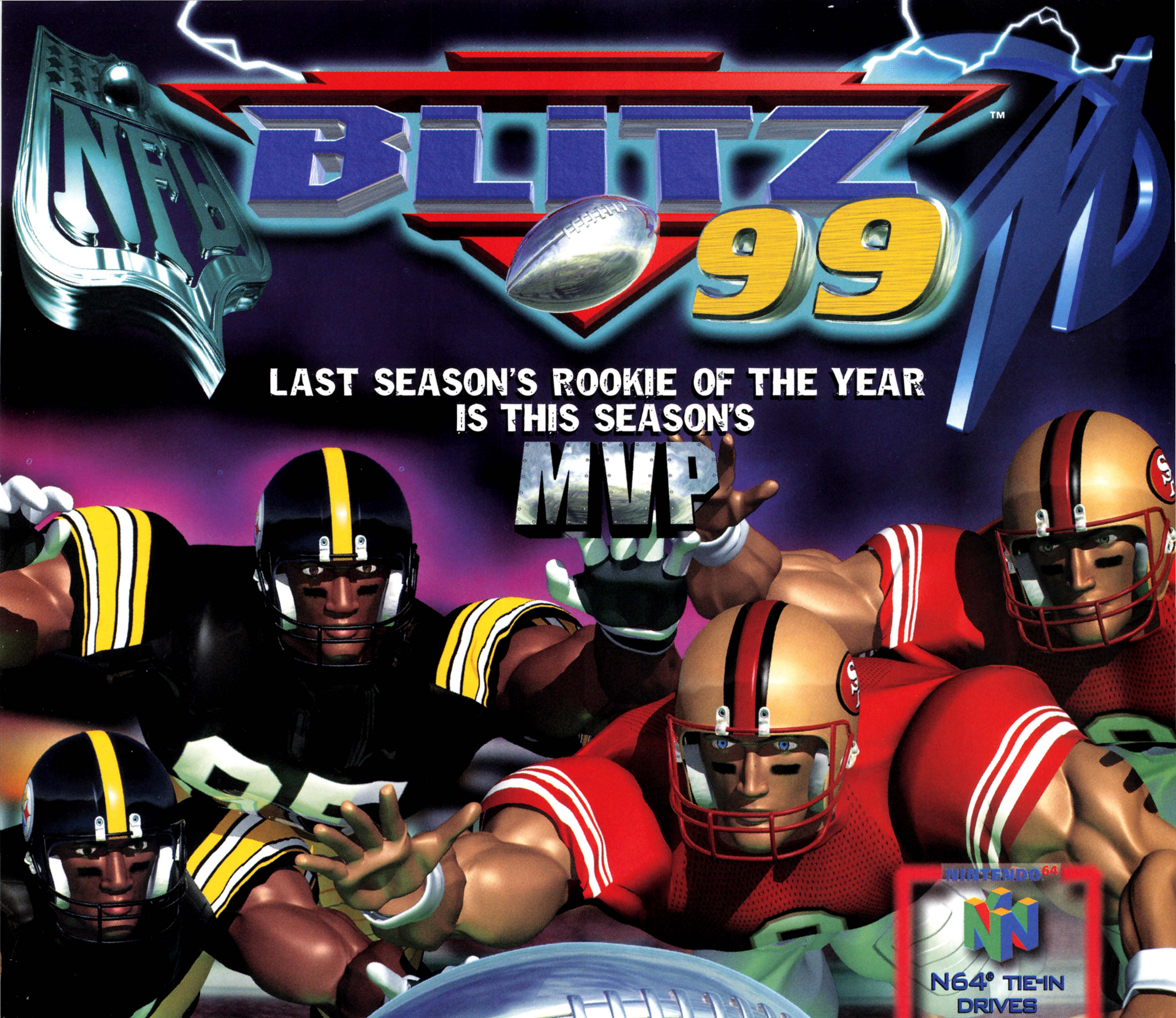

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1:38 MIA 0
1ST OAK 0
TURBO
1
2
3
4

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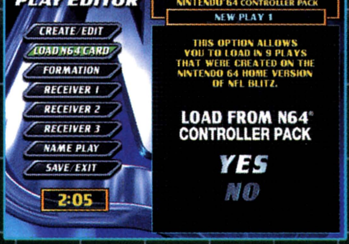


PLAY EDITOR

- CREATE/EDIT
- LOAD N64 CARD
- FORMATION
- RECEIVER 1
- RECEIVER 2
- RECEIVER 3
- NAME PLAY
- SAVE/EXIT

2:05

LOAD PLAYS FROM NINTENDO®64 CONTROLLER PACK

NEW PLAY 1

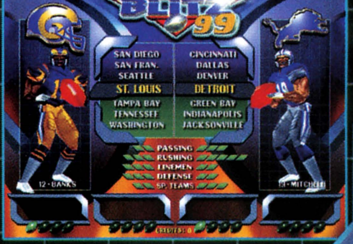
THIS OPTION ALLOWS YOU TO LOAD IN 9 PLAYS THAT WERE CREATED ON THE NINTENDO 64 HOME VERSION OF NFL BLITZ.

LOAD FROM N64® CONTROLLER PACK

YES

NO

MAKE THE PLAYS



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not unlike some of the problems the PC has faced in its journey to coin-op. Bringing the PC to coin-op required developing a ruggedized PC. We've gone to great lengths to do just that.

We've made over 100 modifications to a basic PC to make it rugged to the point that we have very few failures due to mechanical considerations. The other thing you have to do to make this PC rugged enough for this harsh environment is work on the software. For instance, a home PC is not made to be turned on and off with the flick of a switch. As you know from your home PC, you have to shut it down and wait. Operators don't do that. At the end of the day they go to the power breakers and turn them off. If you do that with a regular PC, you'll only do it once. We have added a lot of software to the PC to make it robust enough to endure what operators actually do. We have made over 30 software changes to Windows 95 to make it secure and robust. The changes are extensive, much more so than I could go into here.

It sounds like you've made a big investment in this.

We have invested over $1 million in creating this ArcadePC and it's the only one in the marketplace designed for this. In addition to developing a ruggedized PC and making extensive software changes, we've also had to create a development environment to facilitate games coming from the home PC market into coin-op. From a technical standpoint a regular PC has no way to talk to the controls that are in the coin-op market.

If you look at the average cabinet they are filled out with Happ Controls and maybe Mars coin mechs. We created a custom input/output (I/O) card that can communicate with all these devices and translate that into something the PC can understand. We did that with Microsoft's help using the Direct-X library that makes current PC game developers able to address and utilize all these coin-op controls without having to know the specifics of the coin operation.

What do you call this I/O card?

It's called the GCI or Game Control Interface. That's been a key part of the success of our ruggedized PC product. It makes it easy for game developers to bring their creativity into coin-op and also provides all the controls necessary for all types of games. It also interfaces with all the popular coin mechs, bill acceptors, and ticket dispensers. If you look at the Happ catalog, we can talk to all of it with that card. It's the only way to make the software really easy to use for game developers. From a product standpoint, we've put a lot of time, money, and technical expertise into making a PC that can actually do what is required.

> **"In addition to developing a ruggedized PC and making extensive software changes, we've also had to create a development environment to facilitate games coming from the home PC market into coin-op."**

OK, you have the hardware, you have the technology, and you have the PC. What about the games though? We all know that home games and coin-op games are different animals.

One thing that has taken time for this initiative to come to fruition is that we need a new class of manufacturer, a publisher if you will, to come into play. The reason is that home games are designed to be a 40-hour experience. Home games are designed so that the player has time to learn complicated controls, sometimes complicated story lines, and all kinds of bizarre strategies. In coin-op you don't have the luxury of that much time.

A novice player has to be engaged by the experience after inserting his first coin and want to coin up the next time. If the game is too complex to have a good experience initially, it won't work. This point has been lost on some people who have created a great deal of hype about this whole initiative, and it's been damaging.

You can't go down to Egghead, buy a PC game, throw it into a coin-op cabinet, add a timer, and presto, you have a new game. It absolutely doesn't work that way. The experience between a home game and a coin-op game is like a movie to a TV series. In a TV series you have 46 segments. You even have reruns. But with a movie you have to be there and be engaged that one time. If you like it maybe you'll go back and see the movie again. Maybe you'll buy related toys for your kids. But if the experience isn't right on, it doesn't get the Siskel and Ebert two-thumbs-up. The way that's translated into the operators concern is what's in the cash box.

What we have had to do is work with the new entities, these ArcadePC publishers, and there are some good examples. We see games coming to market, going out on test, and being shipped to distributors by companies like Opus Entertainment and Lazer-Tron, the two leading the charge right now. Some other companies have jumped in and jumped back out.

How would you describe Lazer-Tron and Opus' place in this initiative?

Their job is to work with PC and console game developers and help them bring their content to coin-op. That works in several different ways. First, they will do a license agreement with the game developer. If you go to

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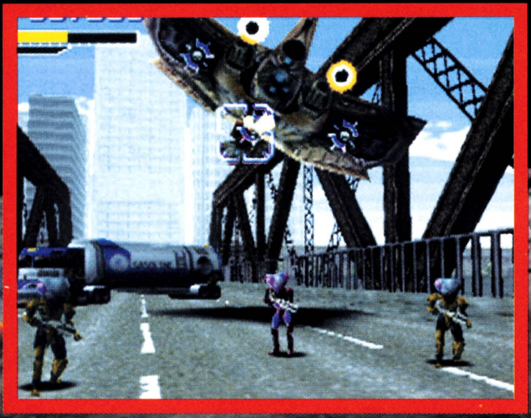

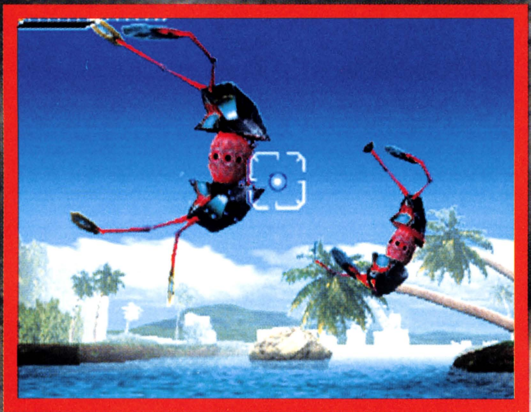

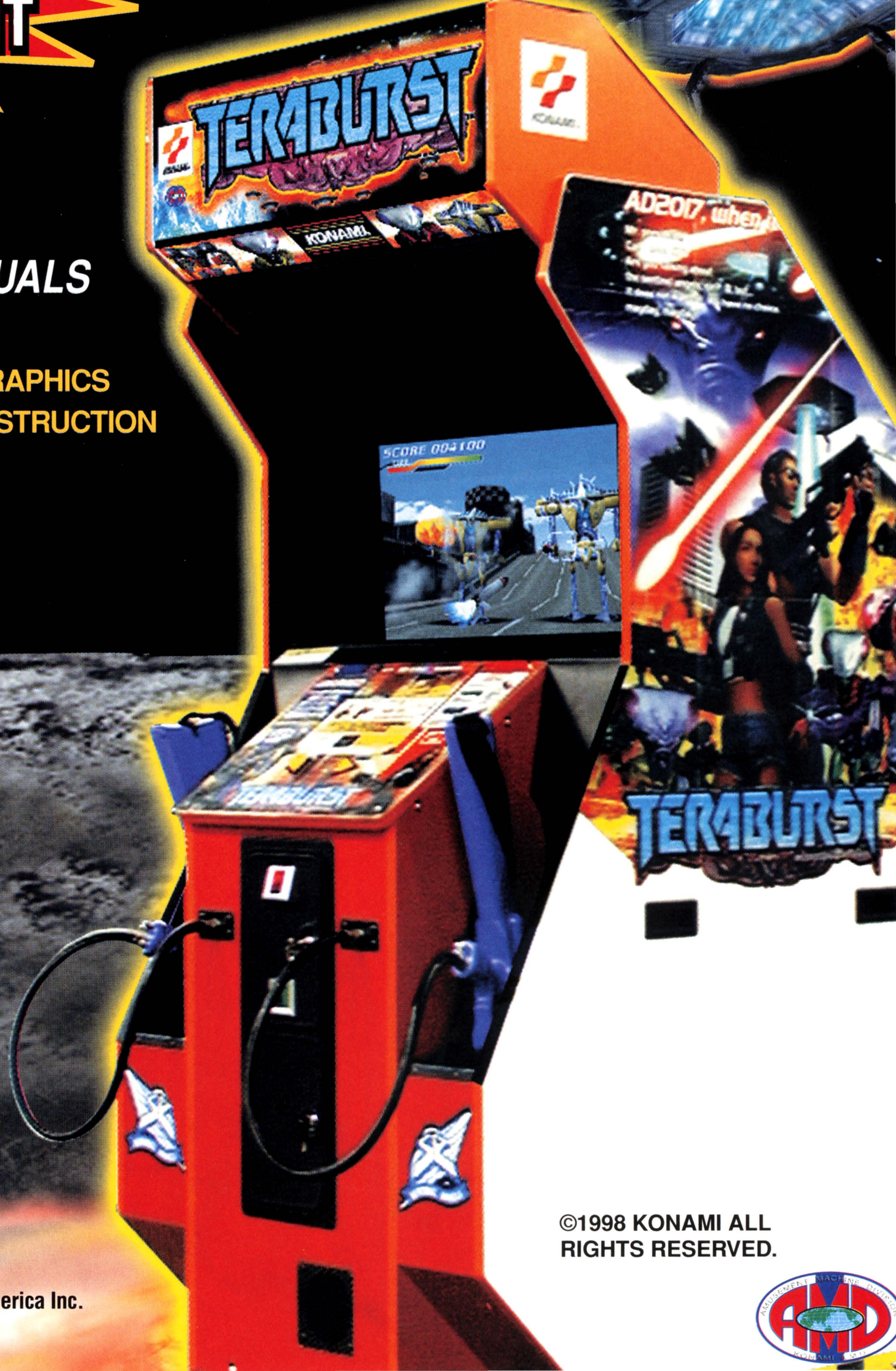
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Egghead and buy a game, as an operator you do not have public performance rights for that game. Operators should be aware of that because they will get their ears pinned back.

These ArcadePC publishers are licensing games and then working with the game developers to tune them to coin-op. Sometimes that means new levels, additional characters, or changing play characteristics. Here's a good example: On tests in the United Kingdom on Gremlin's *Actua Soccer* we discovered it wasn't earning very well and couldn't figure out why. Finally, one of the players in our focus group told us that it wasn't earning because he couldn't score. It turned out that the goalie was too smart. Gremlin went back and tuned the goalie in the novice levels to be more forgiving so players could actually score. That significantly increased the earnings. This is something that Gremlin, in their home games, didn't contemplate because you have all the time in the world to learn how to beat that goalie. But in coin-op you don't have that luxury so they had to make some changes.

The point you are making here is that to successfully bring home games to the arcade, you need someone who knows the coin-op market?

You must have someone who is knowledgeable about coin-op in the loop or it will be a huge failure. You need companies like Lazer-Tron where Matt and Bryan Kelly have been doing this a long time, or Opus where Leon Dieth, Bob DeVett, and John Lillistore have been in coin-op a long time.

Realizing how important it is to have someone who knows coin-op, we have created a unit inside of Quantum3D, the Entertainment Systems Division. Part of their job is to help game developers port their games to coin-op. We have a group we hired from LBE Systems and they did the port of Quake to the arcade. But I want to emphasize that we aren't using them to bring out games since we don't do that, but we are using them to help game developers make the transition. For example, we are working with Sony to bring Cardinal Syn to coin-op. We are providing production assistance on this game that will come to market through Opus and Lazer-Tron.

Is Quantum3D actively working with other companies?

About 25 different companies. They are consumer companies that want to bring games to coin-op. But let me stress that not every game will make it. There are about four games already that Opus was working on that they have killed because the initial tests were not very promising. Even though there is a huge collection of PC and home games, not all of them are suitable for coin-op. There's a wide se-

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lection of games coming to market but many can be culled out early on because they don't test well. We know that the last thing an operator wants is a dog.

I don't think operators really care where a game comes from as long as it's within his budget and will give him a fair return on investment. Why will your Open Arcade Architecture Initiative benefit operators?

We've heard that question before. What's in it for operators, most importantly long term, is the fact that for the first time they'll have at their disposal a system platform where they can get games from a bunch of different sources. I think that's a huge benefit.

Sorry to interrupt, but what exactly do you mean by a bunch of different sources? I think this is where the line gets a little blurred. We hear that there will be a huge number of games from an even bigger number of sources, but we don't know exactly who they are talking about. Could you explain.

I'm talking about the availability to bring product to coin-op. There are not a lot of sources in coin-op yet. Let me be very specific. Take that big collection of 1,600 games that were shown in one form or another at the recent E3 show. Take away at least half of them immediately because they are games that simply won't work in coin-op. Get rid of another quarter for other reasons. You're left with a small sub-set of the overall population of games. It's very much like a funnel. What's coming out the bottom are games that pass muster. That means that Lazer-Tron, Opus, or other companies emerging as ArcadePC publishers basically have cut a deal with a home game developer, added coin-op capabilities, and tuned the game for coin-op.

All of those games, and this year we may see about a dozen. Forget about 1,600, forget about 300. We're talking about a dozen games this year. But the cool thing is that these games will all run on the ArcadePC system. An operator who buys an *Actua Soccer* with a Quicksilver system now has the availability not of hundreds of games but of a dozen or so. That's this year. It's a continual process. What we expect is that next year there may be 25 or 30 games available for this same system. Admittedly, it's not 1,600 games but what other platform in the arcade market offers the operator 25 games? And offers them the transition from one game to another in a fairly easy process? I think that's where the long-term benefit to the operators comes in.

Now they will have for the first time freedom of choice in games and are not necessarily locked into one manufacturer. Let's say hypothetically that Opus brings out a certain game and Lazer-Tron brings out a different game. Either of those games will run on the same ArcadePC. The systems are roughly the same price as a dedicated system.

What about operators who have a number of cabinets and are wanting good kits. How will you help them?

One of the interesting things about the ArcadePC initiative is that it is a fairly flexible configuration or system. Both Opus and Lazer-Tron are interested in selling their product that uses our technology as both kit and dedicated form. From a PC developer's standpoint, they don't care if they sell a kit or a cabinet because as Lazer-Tron's Norm Petermeier would say, "There's very little profit in wood."

The strategy here is that the technology we've created will be made available as both. With our current product, the Quicksilver System, running games like *Quake A.T.E., Actua Soccer,* and the GreyStone *XS-G,* there's an issue of it being used as a kit. The graphics in the video system is now set up to drive a VGA monitor, which is a higher resolution monitor than most operators will have in their older cabinets. The older systems will have CGA or EGA monitors which are lower resolution.

We have started to understand the dynamic of the operators that want to use their existing cabinets. At IAAPA we will be showing a new product, the Quicksilver Legacy, that enables operators to deploy a Quicksilver system complete with a new game into their existing cabinets without having to change the monitor, wiring harness, or anything. It will help companies like Opus and Lazer-Tron to offer operators who have a dozen *Street Fighter* or *Cruis'n USA* cabinets a unique product.

We have greatly enhanced the graphics to give them close to the same clarity on their older monitors that they would get on a VGA monitor. While I can't go into more detail, it will give operators a chance to amortize their investment in existing cabinets. They can roll in some new technology that gives their cabinets new life. They can upgrade old inventory to new product for a fraction of the

> **"Home games are designed so that the player has time to learn complicated controls, sometimes complicated story lines, and all kinds of bizarre strategies. In coin-op you don't have the luxury of that much time."**

cost. In addition, they can roll in new games by changing a CD. It really makes their investment in the original dedicated games go a lot further. With the Quicksilver Legacy, their same gear will give them a few more years at good earnings.

Are you using a CD or DVD drive?

A CD-ROM drive because the DVD is very new to the market. Even though we're pushing the technology front in many ways, we don't want to be on the bleeding edge. No one has any long-term experience with DVD. The games deployed in the Quicksilver systems run off the hard disc drive. The CD is primarily there to load the game and possibly run the audio track. Its duty cycle is very low. DVD is very promising, but it would add cost to the system today and we're just not quite sure of it yet. We're trying to be conservative and keep operators' cost down as much as we can. There would be no benefit to using DVD today.

Another thing is that there are no games to take advantage of it. Right now we have 640 megabytes of storage on a CD-ROM, while we are deploying systems with two and three gigabyte hard disc drives. We really don't need the extra capacity of DVD. Next year? Who knows, but by then there will be a lot more experience with DVDs.

There is an established chain of command in the industry. Companies that have tried to bypass one or the other have not succeeded. How do you feel about it?

We don't want to perturb that.You hear different things. Certainly there are operators who say they'd like to buy direct and save the distributor mark-up. We understand that, but we don't think the industry is ready for that now. Perhaps in the future when the industry is a little more mature it could happen, much as it's happened in the PC industry. But we need someone like the distributors and manufacturers to act as a focal point of distribution. We can't ship to and service 4,000 operators. We need distributors to take the lead on servicing the community. Deith Leisure is doing a fabulous job for us in Europe. They have added a great deal of value in Europe and we see them adding an extensive value to the overall equation. We don't want it any other way.

> **"Companies emerging as ArcadePC publishers basically have cut a deal with a home game developer, added coin-op capabilities, and tuned the game for coin-op."**

You've mentioned Lazer-Tron and Opus, but what about CoinSoft, which is a joint venture among several companies?

CoinSoft, a joint venture among Interactive Light and Betson Enterprises and several others, is a little different. We were the ones who convinced Interactive Light to use the PC. They, in fact, use our technology. However, they don't buy the Quicksilver, instead they have their own PC system that they have put together. The main reason is that they use DOS and not Windows 95 as the operating system. In that respect, many of the things that we've done to make the system robust, by using DOS they've circumvented the need for that. They are very good technologists. They are as good as they come.

CoinSoft is taking more of a traditional arcade game manufacturer approach than Opus or Lazer-Tron. The reason is that they are developing original titles in the same way that Midway, Sega, Capcom, Konami, or Namco are doing.

So they are not taking games from the home market and tweeking them for the arcade?

They are not doing that. The system they are building, while it's based on PC technologies, is a dedicated system for their own applications. Other PC games will not run on what they develop. Both of our products are based on the PC. The key difference is that with the Quicksilver you can run any ArcadePC application. It's an open system. With the Interactive Light/CoinSoft approach, because they are more of a traditional manufacturer, they've built what I would call an embedded PC. It uses PC technology but you can't take any of the games created for the Open Arcade Architecture-style ArcadePC and run them on this embedded system. You can't take any other application and run it on a *Golden Tee 3D* Golf game from Incredible Technologies. There's a PC in there but it's proprietary or embedded. That's a big difference in their philosophy and their approach.

I understand why CoinSoft has done what they've done. Because it's much easier to create an embedded system that only runs one application than it is to make an open system that runs all kinds of applications. The amount of testing we've had to do is huge because we have to be able to support so many different applications. For instance, we have systems at 30 developer's sites. In the case of CoinSoft, they don't have to do that. They are working with one developer, Angel Studios. It's a very different approach. But they do get some of the economic benefits of using the PC technology, but operators may not participate in those benefits because it's not an open platform.

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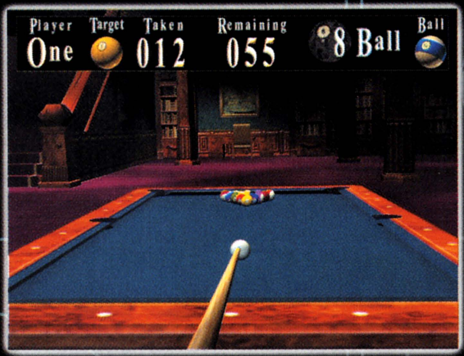
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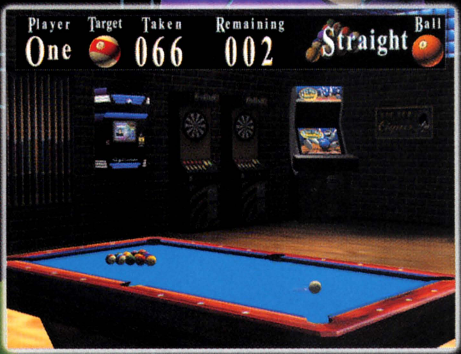
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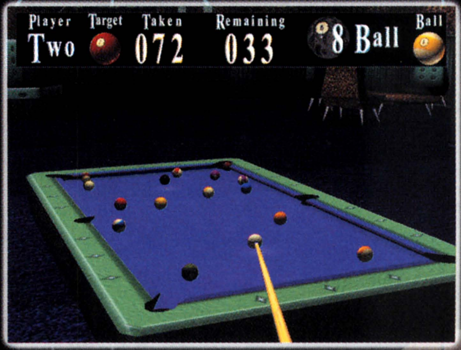
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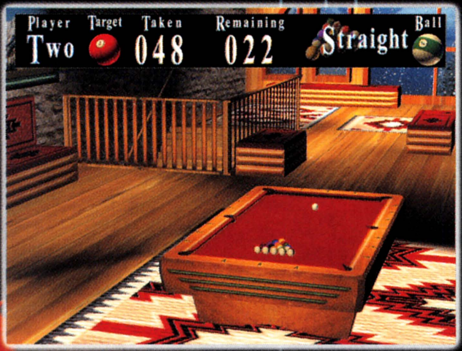
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price in print, but could you give us an idea of what this technology is going to cost compared to other types of equipment?

I'll try to wing a few numbers. The dedicated systems that use the Quicksilver will be priced through distribution to the operator at about $5,995. It's a competitive number but there's a PC, a VGA monitor, a well-crafted cabinet, and a game. As a kit the target price will be in the $2,500 range. But let me be specific because there are two types of kits. The first one is one that includes the PC (the Quicksilver) because you have to have that to get started. There you'd have the PC, the game, the artwork, and special controls if necessary. That's what I would call a Quicksilver kit. That's what they would need to convert one of their existing cabinets.

The next kind of kit is where all the action is going to be. It's a software-only kit. That's going to be the new game with the artwork. There will be a CD, a floppy that helps during installation, an installation manual, and a dongle. People may not have heard this term before so I'll explain it; it's old hat in the PC industry. The origin of the name is this: someone said, "What is that dongle thing?" and the name stuck. It's a security device that goes on the back of the PC, plugs into the parallel port (or the serial port depending on the dongle), and provides the authorization for that particular game to run on a given PC. The pricing I've heard on this is from $500 to $1,000 depending on the game.

With any system game going back as far as the Data East Deco system, operators have been skeptical. It's not the system itself that's important, it's the games.

I understand that when operators hear the word "system" they have a reaction. In many respects what we are doing is patterned after game systems, but there are significant differences. The first thing is that there will not be only one company creating software for these machines. That's a huge difference. I've already mentioned Opus and Lazer-Tron. Although they are collaborating, you may see different games coming from these two publishers. We expect several more to enter the market fairly soon.

As opposed to buying games from one company, I'd much rather rely on 25 or 30 different game companies developing games for a system. That's what we have today with the Quicksilver approach.

The beauty of this system is that you can upgrade the performance. Everything is modular. You can upgrade the CPU, the memory, graphics, and the disc. If you peer into one of our Quicksilver machines you'll see industry standard components packaged to be very rugged. Let's say you bought one today. Certainly the technology two years from now will be much more advanced. But because we've designed this system in a modular fashion you're not stuck with an old piece of gear.

So you're saying you'll be able to run the new games on older systems?

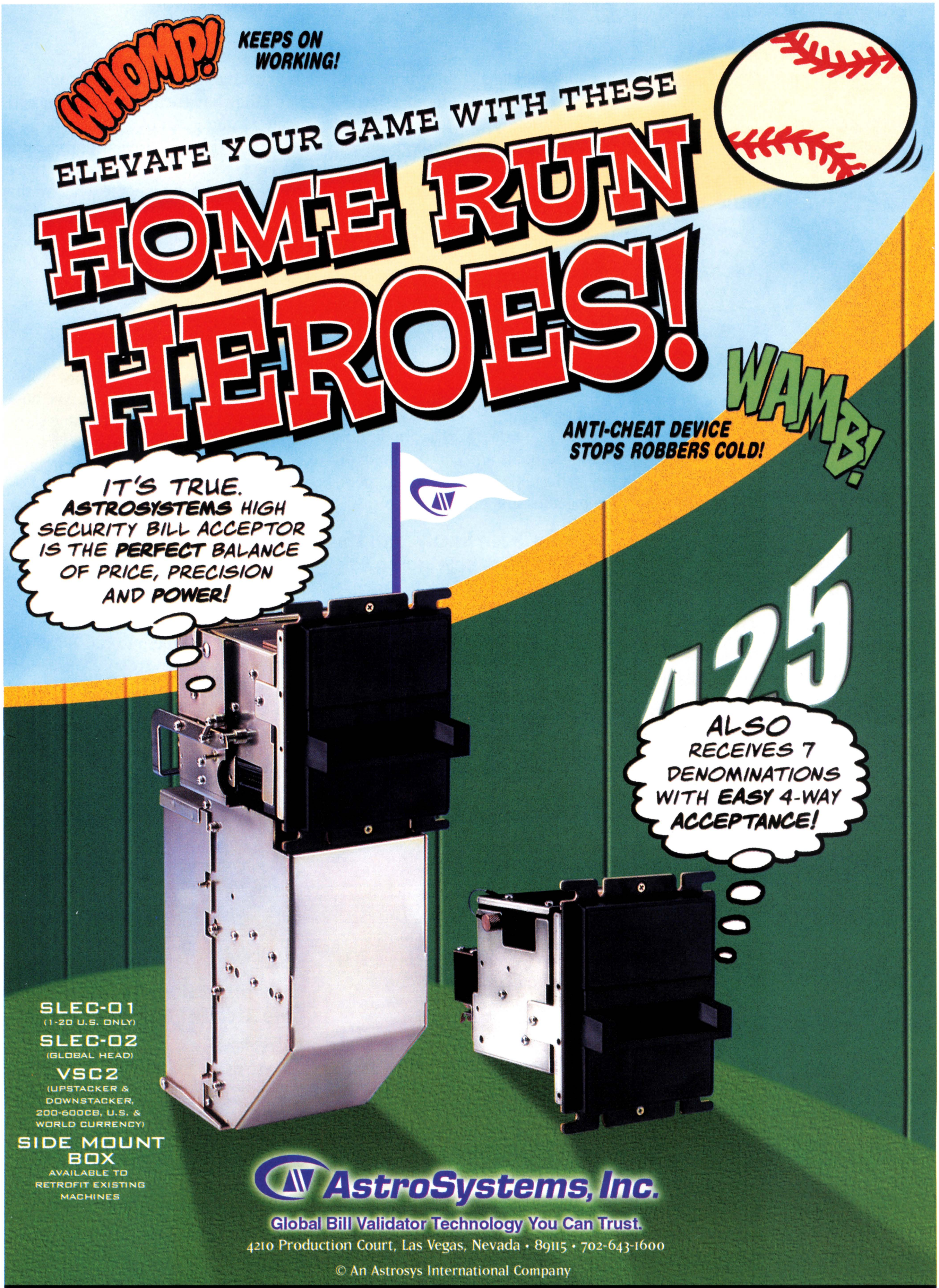
In the embedded world where other system companies have lived, it's very hard to have backwards compatibility. In other words, when you want to run a current game on an old system you're moving backwards in time. If you had an application today, could you run it on the Pentium you bought last year? Yes, you can. Can you even run it on the 486 you bought two years ago? Yes, you can do that too. The PC is the only platform in history that has backwards compatibility.

I've heard complaints about this before especially with home systems. They had the Nintendo system and everyone bought a bunch of games, then they come out with a new system and the old games don't work. How is this different?

That's a good example. Here's a guarantee. Any games that you have for a Quicksilver I system are guaranteed to run on the Quicksilver II. This is something that comes from the technology. Because we are using a PC, Intel and Microsoft killed themselves to make sure all these applications can run from one generation to the next. Sometimes, a game created for the latest and greatest may not run as fast as you'd like on an older system but it will run. Intel and Microsoft have bet their whole companies on that strategy. But we guarantee you'll be able to run an older game on a new system. Any game crafted during the lifetime of a given platform can be used in at least two generations.

Tournaments are something else that's important. With proprietary systems, creating a tournament platform or even linking the platforms is a royal pain in the butt. The reason is that embedded systems are not designed for networking. But if you think about a PC, networking is built in both at the local area network basis using Ethernet or a wide area basis with Internet. Ethernet is the most popular local area

"What's in it for operators, most importantly long term, is the fact that for the first time they'll have at their disposal a system platform where they can get games from a bunch of different sources."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network standard in the world. Hundreds of millions of computers are linked through Ethernet using phone wires. All Quicksilver systems have Ethernet built in making them instantly linkable. PCs have been designed to make tournaments very easy. In the United Kingdom tournaments have been a key to the success of *Actua Soccer.* The reason Incredible Technologies *Golden Tee Golf* has been so successful is not just the golf, it's the chance to win money and prizes. By using a PC Incredible Technologies has made it very easy to set up tournament play.

And we understand the popularity of tournaments and can run them on any game. Operators will no longer have games that only last six weeks.

You have been involved in this for four years now going to trade shows and talking to operators. What are some of the things they are asking you?

Other than some of the points we've covered, they want to know about more games. And I tell them that they are coming. They want realistic predictions. You're never going to see a choice of 2,000 games because the market is too small. But they will see more choices than they've ever seen. Operators are interested in games but they are also concerned about the business model. This is a different way of doing business. There's this whole new entity that is not a traditional manufacturer and not a distributor as they know them. They want to know about this new animal.

Now that Lazer-Tron has gotten involved, it's brought some sense of familiarity to operators. Lazer-Tron has been a leader in redemption and are going to do the same with this. I like to say that the folks there have Midwestern values. Norm Petermeier is a smart and honest man which is very refreshing. If he tells you he's going to do something he does it. Lazer-Tron lends a great deal of credibility to what we are doing.There's a team of technologists that understand coin-op and they have actually sent us modifications and given us guidance on things to do to improve the ArcadePC. It's a huge benefit to us because there are not that many people who are that sophisticated. We are sending lots of game developers their way.

How do you make contact with the game developers since you aren't selling games?

Although we aren't putting out games, we are facilitating it. We have contact with a number of game developers. Because I started 3Dfx Interactive and we have a consumer business, we're well-known in the game developer community. A game developer will call us and say, "We want to do something with this coin-op thing, what do we do?" We can provide a development system, so they can start porting their game. Then we'll tell them to call Norm Petermeier at Lazer-Tron because they'll need a publisher for the coin-op market. While we are not publishing the games, we can help bring more games to market.

There's a new game developer called 4Show. The man running this company is extremely talented. He's doing an incredible fighting game. He called and said he wanted to do the game for coin-op, so I put him in contact with Norm. We funnel these games to a publisher like Lazer-Tron or Opus.

Any final thoughts about how the Arcade PC Initiative is progressing?

We're excited about the fact that it is taking off and we're seeing games in the field. Players can now actually play the games we've been talking about for several years. The games out now are just the tip of the iceberg. There will be some surprises at the upcoming IAAPA show. All along we knew there was a place for what we had to offer. Now the industry knows it, too. ▲

ARCADE PC GLOSSARY

Compiled by David R. Foley, director, Quantum3D Entertainment Systems Division

AGP (Accelerated Graphics Port): High speed port located on the motherboard of the PC that allows a separate path for video data to travel at higher speeds than the PCI BUS common to most cards mounted in the PC.

ArcadePC (Arcade Specific Personal Computer): The ArcadePC is a PC that has been built specifically for the arcade marketplace. The specifications for the ArcadePC standard are being crafted by the Intel Open Arcade Architecture Forum, a group of PC and arcade industry leaders. The OAAF members meet quarterly to address the specific needs of implementing PC equipment in the arcade marketplace.

ASCII (American Standard Code for Information Interchange): A standard way for computers to use bits and bytes to represent characters. An ASCII file contains simple text without any special formatting codes.

ATX (Style of Motherboard): Refers to the mounting and physical layout of the PC motherboard. It comes in different variations including MicroATX (see also NLX).

BACKWARDS CAPABILITY (Ability to Work with Older Systems): Both hardware and software can be backwards compatible. In hardware, it refers to a piece of hardware that can work with existing, sometimes outdated systems. In software, it means that the software can run on older outdated systems. Having components being backward compatible means that you don't have to replace the entire system to just replace one component.

BAUD RATE: A measurement of how quickly a modem transfers data. Although, strictly speaking, this is not the same as bits per second, the two terms are often used interchangeably.

BIOS (Basic Input Output System): The code that sits between the hardware of the computer and the operating system that runs on the PC.

BIT (Binary Digit): (16-bit, 32-bit, 64-bit, etc.) This is the smallest unit into which digital information is stored, either as a 1 or 0. This term is usually, incorrectly, used to describe the power of PC components. The Intel Pentium II CPU that is used in ArcadePCs is a 64-bit processor. Bits can also be used to describe components in a PC such as the I/O cards or the BUS.

BOOT-UP: The process of turning on the computer. Includes a number of functions that are performed automatically every time the power switch is turned on.

BUS (Communication System): A BUS is a method by which several devices can simultaneously be attached to the computer and communicate with each other and the computer. PCs have several BUSes inside of them. The most common use of this term is the card BUS which is where the PC I/O cards such as video and audio are connected. The most common type of BUS adapters for PC are PCI and ISA.

CACHE (Type of Memory): Generally used to describe the amount of memory on the CPU that allows faster internal processing of instructions.

CD-ROM (Compact Disc ROM): Drive used to store audio and data.

CELERON (Intel CPU): The latest generation of low cost Intel processors. It's compatible with Pentium II CPUs, but contain less L2 Cache.

CLEINT: A software program that provides access to network resources by working with information stored on a server.

CODE (Software): Refers to the programs that live inside the PC. There is code that drives the operating system, the BIOS, and the games that run inside a PC. It can also refer to the "source code," which is the language used to create the "binary code" that runs inside the PC.

CPU (Central Processing Unit): This is the heart of any PC. This chip is the main processor that drives the computer.

DAUGHTER CARD (Add on Adapter): A circuit board that generally attaches to another board to add functionality or increase performance and features.

DIAL UP (Method of Networking): Connecting computers using modems instead of a dedicated network.

DIMM (Dual In Line Memory Module): Type of memory card for PC Memory.

DONGLE (Security Key for Software): Small device that plugs into the parallel port of a PC. It's used for security issues; games protected with a dongle won't run unless it is physically attached to the machine.

DOWNLOAD: The process of transferring information from one computer to another, usually from a server to a client.

EDO (Extended Data Out): Type of memory chips used in PCs.

ETHERNET (Networking System): Type of Network Communications Hardware. This is the most popular connection for PCs.

FSB (Front Side Bus): The BUS that the

CPU uses to communicate with cards mounted in the PC. Current machines mostly employ a 66MHz FSB; the next generation of machines is now supporting 100MHz FSB.

GAME PUBLISHER (Marketer of Games): In the PC world, game development happens in many stages. Generally, the game is designed and built by a "developer" or "development house." The game is then sold to the "end user" by a "game publisher" who provides the sales and marketing expertise. In the ArcadePC scenario, once an operator has an ArcadePC-based machine, they only need to purchase new software from a game publisher since many games will run on the same hardware.

GB (Gigabyte "1,000 Megabytes"): A measure of storage space. Hard drives now are measured in GB capacity.

GCI (Game Controller Interface): A card that converts standard arcade control devices (joysticks, trackballs, buttons, coin doors, etc.) into input that can be used by PC-based software.

HDD (Hard Disk Drive): Storage device used to save games and data inside a PC.

IDE (Integrated Drive Electronics): An interface used mainly by hard drives and CD-ROM drives to connect to the computer.

ISA (Industry Standard Architecture): A type of connecter used on older PC cards. Most PC cards today are the PCI style connector.

ISP (Internet Service Provider): A company that provides a connection to the Internet. Service providers sell access to the network. Services offered differ between ISPs.

JONGLE (Adapter for GCI to JAMMA): A small adapter that converts the inputs from a standard JAMMA connector to the Quantum3D Game Controller Interface (GCI) DBH-62 connector.

KB (Kilobyte): 1024 bytes.

L2 CACHE (Level 2 Cache): Type of cache found on the Intel Pentium II family of chips. It's a secondary cache that allows for faster processing on instructions.

LAN (Local Area Network): A way of interconnecting PCs, generally using Ethernet.

MB (Megabyte): One million bytes. Usually used to specify size of hard drives.

MONITORS (CGA, EGA, or VGA): Different resolution monitors for arcade use. CGA otherwise known as standard resolution, is 15.75 KHz Horizontal Refresh at 320x240 pixel resolution. EGA, otherwise known as standard resolution, is 25 KHz Horizontal Refresh at 512x384 pixel resolution. Most newer arcade machines are now using this style monitor. VGA, otherwise known as high resolution, is 31.5 KHz Horizontal Resolution at 640x480 pixel resolution. Most ArcadePC-based machines require a VGA monitor.

MOUSE (Input Pointing Device): Used to control input on PC-based software.

NLX (Style of Motherboard): It refers to the mounting and physical layout of the PC motherboard. Requires a "RISER" card to plug boards into the motherboard. NLX design allows for low-profile cases due to the layout of the riser card. (Also see ATX.)

OAA (Open Arcade Architecture): The standard being crated by a collabration of arcade and PC industry leaders being lead by Intel. The OAA helps define a set of standards for implementing PCs in the arcade market. For more information visit the Web site, (www.openarcade.com).

PARALLEL PORT (Printer Port): A 25-pin female connector on a PC used to connect printers and dongles.

PC INITIATIVE: Movement to make the ArcadePC a standard system in the arcade industry. Spearheaded by the Intel OAAF, several companies are building a new generation of arcade machines based on PC hardware instead of proprietary hardware. The goal is to make upgrades for future games as simple as changing a CD, rather than swapping out the circuit boards.

PCI (Peripheral Component Interconnect): A Type of connector used on PC cards. PCI is currently the most popular style of cards used in PCs.

PENTIUM (Intel CPU): Pentium and Pentium II are processors built by Intel and used in most PCs today.

PORT (Input/Output Port): A connection from the PC to external components. PCs have many ports, including: serial, parallel, keyboard, mouse, joystick, audio, and video ports. Each PC port has a unique connector so that it is hard to confuse what port connects to what device.

PS/2 PORT (Input Device Port): A new-style port used to connect mice and keyboards to PCs.

QUICKSILVER: This is Quantum3D's ruggidized ArcadePC, a line of computer systems built by Quantum3D that are specifically designed for the arcade market.

RISER: Adapter for I/O cards to a motherboard. It plugs into NLX-style motherboards and allows cards to mount horizontally over the motherboard, providing a lower overall profile.

SDRAM (Synchornous Dynamic RAM): Type of memory chips used on most state-of-the-art PCs.

SERIAL PORT (Communcations Port): Method for connecting devices such as modems to a PC, using either a DB-9 male or DB-25 male connector.

SGRAM (Synchronous Graphics RAM): Type of memory used in state-of-the-art video adapters.

SIMM (Single In Line Memory Module): Type of memory card for PC memory.

SOUND BLASTER (Industry Standard Sound Board): The original PC sound card and standard to which most PC software adheres.

SOUND CARD (Audio Ouput Card): Used to drive audio from a PC to speakers.

SUPER VGA (High-resolution VGA): Same connector as VGA with 800x600 resolution.

UPS (Uninteruptible Power Supply): An external power supply that uses a battery to provide constant power to a PC even during a black-out or brown-out.

USP (Universal Serial Port): The latest version of the serial port that puts serial devices on a BUS allowing for up to 127 devices connected together to the PC.

VGA (Video Graphics Array): Standard PC graphics adapter. It uses a DBH-15 connector with 640x480 resolution.

XGA (Ultra High-resolution VGA): Same connector as VGA with up to 1024x768 resolution. ▲

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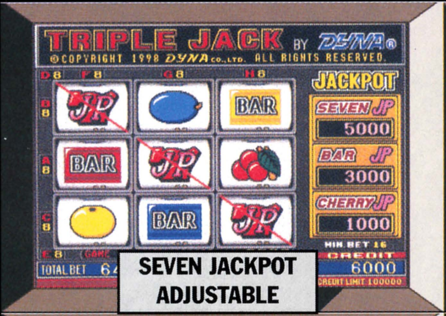
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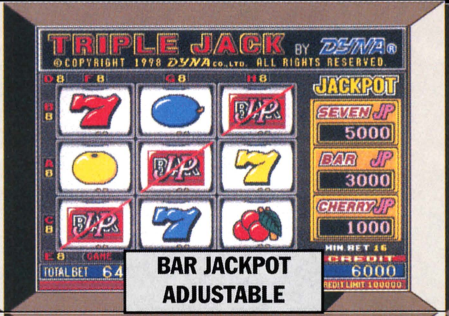
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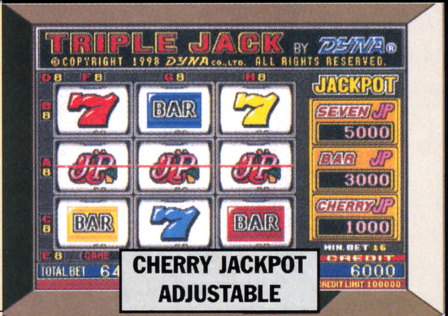
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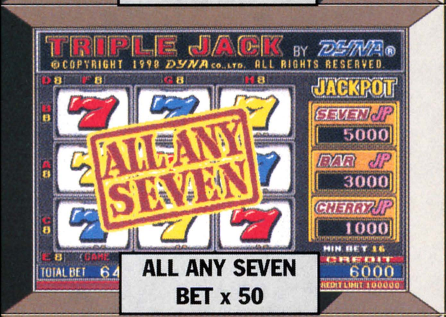
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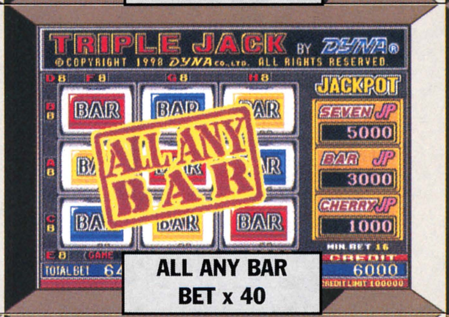

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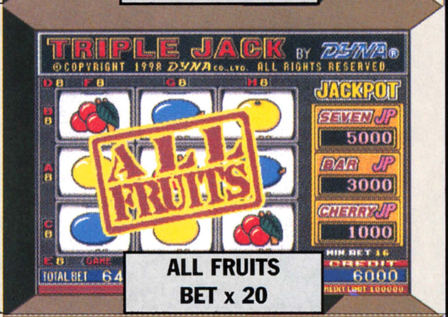

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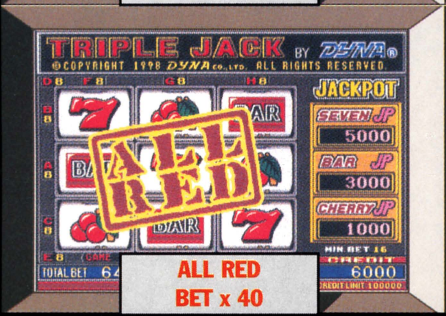

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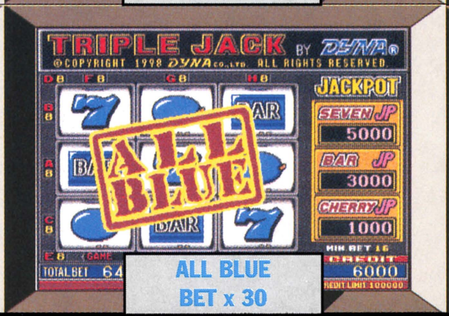

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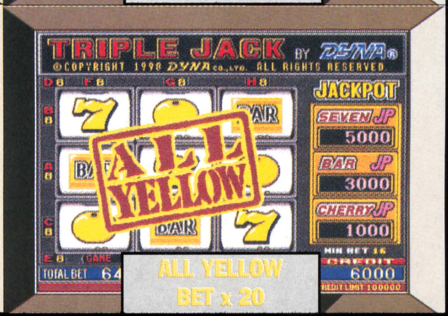

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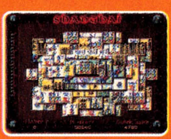


PLAYER
SCORE
TIME

General Trivia

Matching Pairs

Players embark on a laser tag fantasy adventure. (Photo courtesy of Ultrazone Franchising Inc.)

Great guns! Laser tag grows!

ERIK GUTHRIE
Executive Director, ILTA

Laser tag's popularity continues to climb at an astonishing rate. In 1992, there were only eight laser tag centers in the United States, and today there are nearly 550!

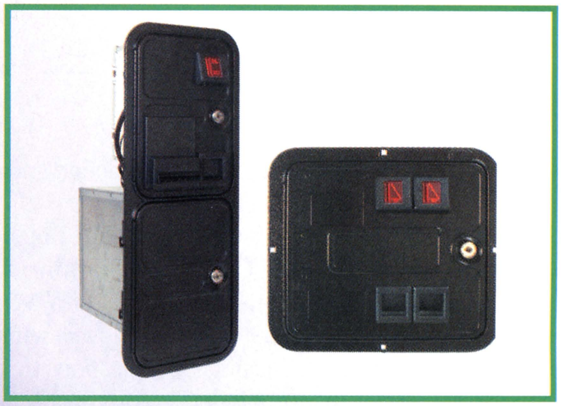
Growth has been very strong in the past two years as more family entertainment centers, skating centers, and bowling centers add laser tag to their mix.

This growth can be attributed to a number of factors such as the decreasing cost for entry into the market, improvements in the laser tag equipment, greater customer service support, and refinements in marketing laser tag to the existing customer base.

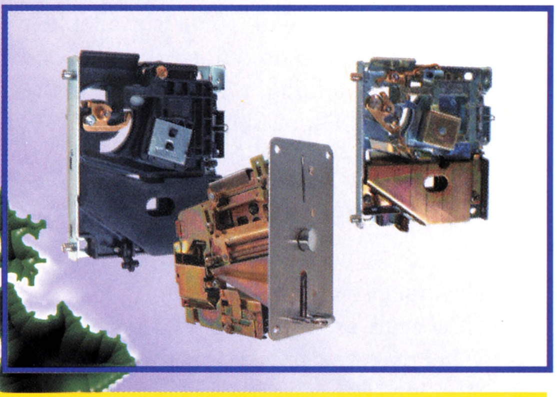
Location owners and operators who are researching and investigating the possibility of adding laser tag to their mix have many questions and few answers. Most turn to the International Laser Tag Association (ILTA) for both answers and even more questions.

The ILTA serves as the non-profit trade group for the industry. The association has created a database of nearly every laser tag center in the world which enables us to continually research, investigate, and visit facilities to determine their success. Utilizing this database, the ILTA

CHANGE for the Future!



Wells-Gardner, the largest producer of open frame monitors in North America, makes a change for the future.



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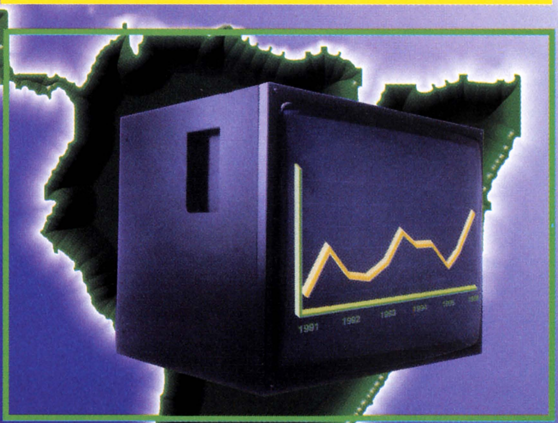

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has gathered a vast quantity of knowledge and information which it makes available to its members.

One of the finest tools that we provide potential laser tag facilities is our Starting Out Guide. Starting Out is a list of questions, originally inspired by *Play Meter* and Drew Pawlak and Brian Sweet of Ultrazone Franchising Inc. Below are some of the Starting Out questions to assist you on your search for the right laser tag for your facility.

The full Starting Out Guide is available in the ILTA Resource Guide. For more information about starting a laser tag facility, or adding a laser tag attraction, contact the ILTA, 5351 E. Thompson Road, Suite 236, Indianapolis, IN 46237; (317)375-9631; Web site (www.lasertag.org).

STARTING OUT

Company

- How many sites do you have?
- How many are corporate-owned sites?
- What makes your company the best?
- How long has your system been in use?
- What is the most significant, unique feature that separates you from your competitors?
- Are you a member of the International Laser Tag Association?

Price/Value

- How much per phaser after the initial purchase?
- Do you offer financing?
- Do you offer revenue sharing?
- Do you do joint-ventures?
- Is the computer included in the equipment?

Market

- What demographics should I have for your equipment?
- What are the demographic minimums required for success?
- Where is your site with the smallest population base?
- What are their sales month-to-month?
- Who's your competition?

Equipment

- Is it a real laser?
- Do you have real-time scoring?
- Can I get your equipment without real-time scoring?
- How heavy is the vest (if applicable)?
- How heavy is the laser?

Software

- Is the software included in the base selling price?
- How much are software upgrades?
- May I link the software to other POS software?
- How does your software allow for variety in game play?
- How many different versions of software are you currently supporting?

Facility

- Do you offer site selection assistance?
- Do you offer facility/arena design?
- Is it included in the price of the laser gun system?
- Can I have an outside theming company build my arena?
- Do I have to accept your design plans?

Arena

- Is arena design important to success?
- What value do you place on the arena design?
- What makes a good arena?
- What should my facility look like?
- How should I build the facility?

Light & Sound

- Does your package automatically come with a water-based fog machine?
- If yes, what kind of fog machine is it?
- How many cubic feet per minute does the machine produce?
- May I buy my machine from somebody else if it saves me money?
- Who do you recommend to purchase fog juice from?

Operations Support Services

- How important is the day-to-day involvement of the operator to the success of the center?
- What training do you provide for:
  Using the software
  Customer service
  Repairing equipment
  Game marshall "theatrics"
  Operating procedures
  Marketing
  Birthday party/special events
  Management
  Cash control
  Sales
  Ongoing training

Technical Support Services

- Do you manufacture your equipment in the United States?
- If not, where do you manufacture your equipment?
- How many full-time people do you have in tech-support?
- How do I get questions answered and problems solved during peak times on weekends and holidays?

Memberships

- Does your software support memberships?
- Why are memberships, player statistics, and feedback significant?

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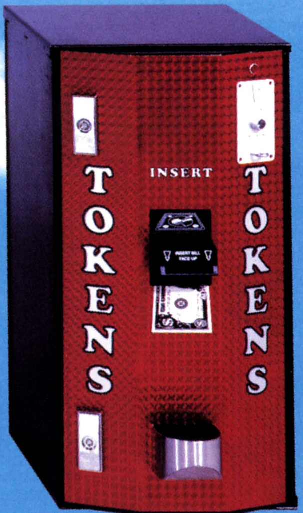
TOKENS
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AC 2004
$1495.00

Shown with optional acceptor
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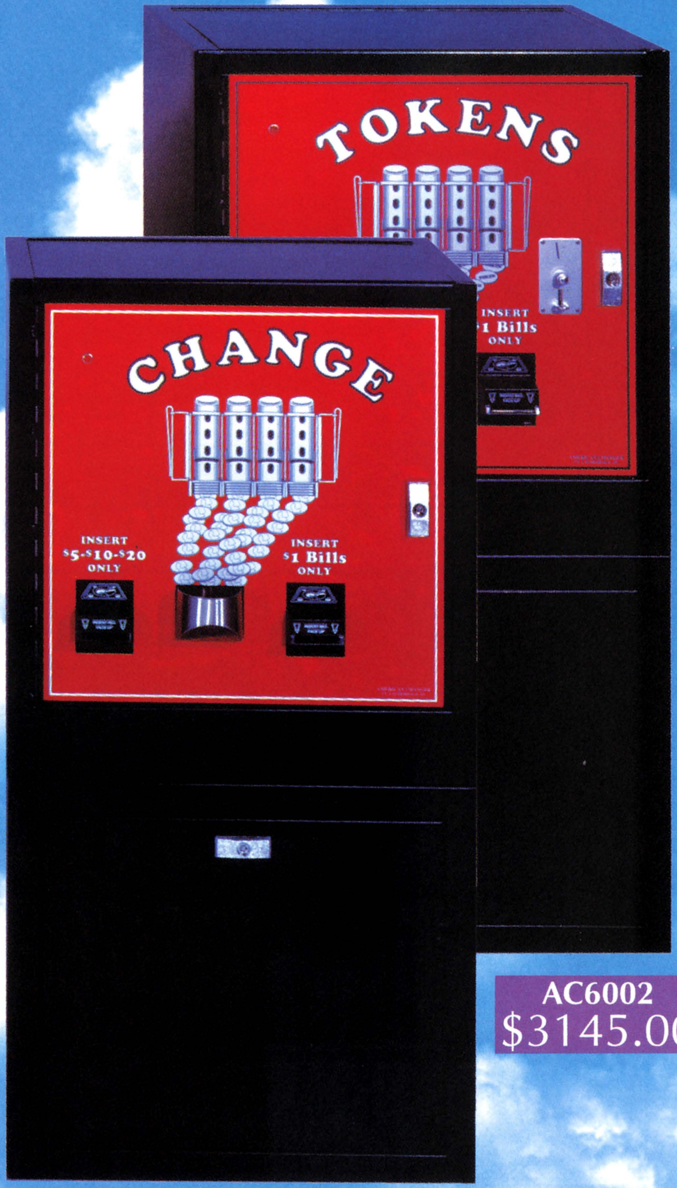
$995.00


TOKENS
INSERT
$1 Bills
ONLY
CHANGE
INSERT
$5-$10-$20
ONLY
INSERT
$1 Bills
ONLY

AC6002
$3145.00

CHANGE
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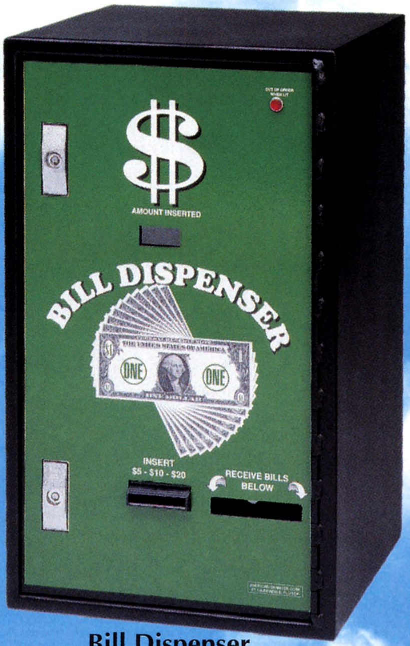
ACCEPTS
$1-$5-$10-$20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ILTA member distributors who sell laser tag systems in North America:

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Wayne Morgan
(214)638-0261

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LaserMaxx
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LaserTrek
David Groos
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LaserTron Corp.
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Laser Blast
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Laser Chaser
Andras Uhlyarik
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Laser Duel
Johnie Williams
(800)347-9942

Laser Force USA
James Swenson
(801)374-3400

Laser Space Laser Games
Andrew Jeong
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Q-Support Inc.
Zac Adams
(407)880-0688

Stunner Corp.
Ray Schaeffer
(209)538-3417

VeQtor Tag 'N Target
Andy Creech
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Darkzone Canada
Laurie Ann O'Connor
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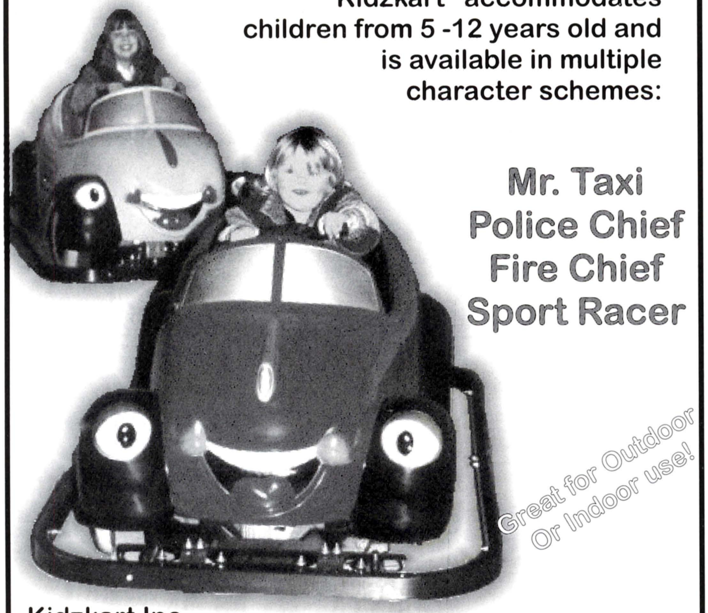

- How sophisticated is the membership system?
- How long has it been integrated into your overall package?
- What kind of performance history can players access?

Marketing

- What kind of marketing materials come with the purchase of the system?
- What kind of materials are available for an additional fee?
- Can you provide television and radio commercials?
- What licensed merchandise do you offer and at what discount?
- What kind of grand opening assistance do you offer?

Financial

- What is the minimum amount of cash on hand that I need to start with?
- How much should my average cost per square foot for construction of the facility be?
- How much do you recommend for my grand opening?
- How much do you think I need to have to open a successful center?

The ILTA does not endorse nor recommend any particular laser tag system. All laser tag systems should be considered based on their merits. Purchase of a laser tag system is a business decision, and as such, a review of your business plan by an accountant, lawyer, and/or personal consultant is advised. ▲

Galaxy Games

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#6310

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Discover guaranteed profits with each multi-game video system!

The industry's first cocktail style multi-cartridge system. Stunning 3-D graphics and sizzling sound make each game unique. Players will love the addictive fun – guaranteed to please for hours.

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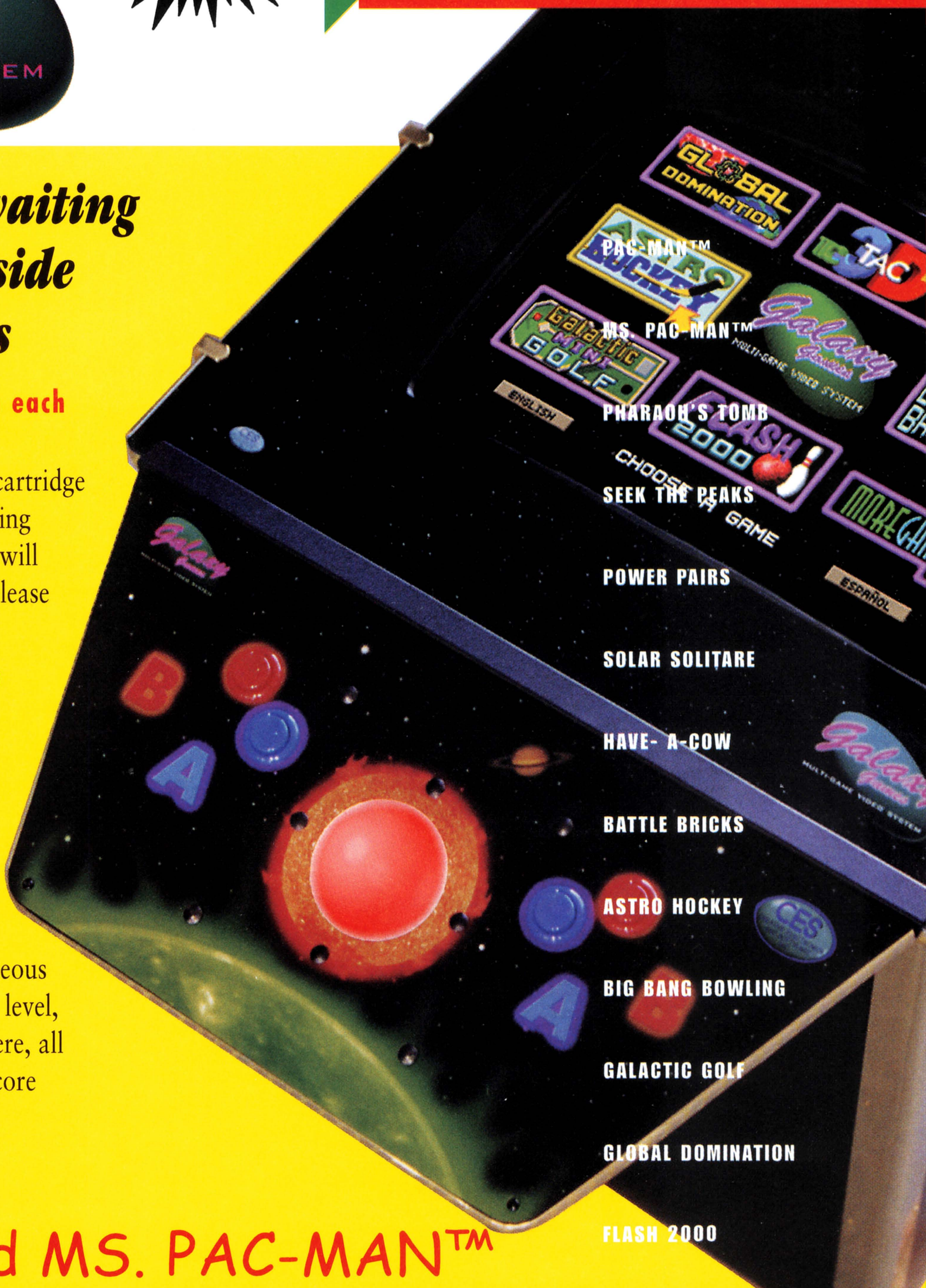
Convenient multi-cartridge system for fast, simple additions of new games. Room for up to 3 additional cartridges.

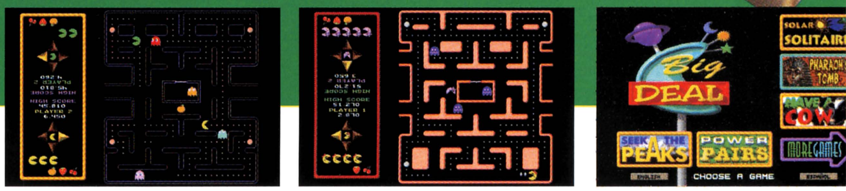
PAC-MAN™ and MS. PAC-MAN™ are back! And Galaxy Games is the place to find them.

Both games feature two player simultaneous action for double the excitement! Every level, every sound effect, every last detail is here, all faithfully recreated to satisfy even hardcore PAC-MANIACS!


GLOBAL DOMINATION
ASTRO HOCKEY
3D TAC
Galactic MINI GOLF
Galaxy Games MULTI-GAME VIDEO SYSTEM
ENGLISH
CLASH 2000
CHOOSE A GAME
MORE GAMES
ESPAÑOL
B
A
CES

PAC-MAN™
MS. PAC-MAN™
PHARAOH'S TOMB
SEEK THE PEAKS
POWER PAIRS
SOLAR SOLITARE
HAVE- A-COW
BATTLE BRICKS
ASTRO HOCKEY
BIG BANG BOWLING
GALACTIC GOLF
GLOBAL DOMINATION
FLASH 2000
3D TIC-TAC-TOE

PAC-MAN™ and MS. PAC-MAN™


Big DEAL
SEEK THE PEAKS
POWER PAIRS
CHOOSE A GAME
SOLAR SOLITAIRE
PHARAOH'S TOMB
HAVE A COW
MORE GAMES

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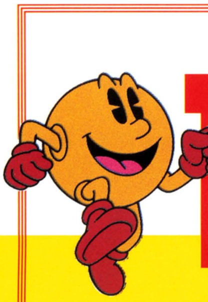
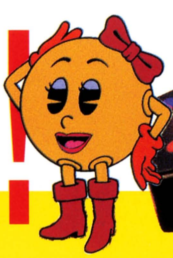
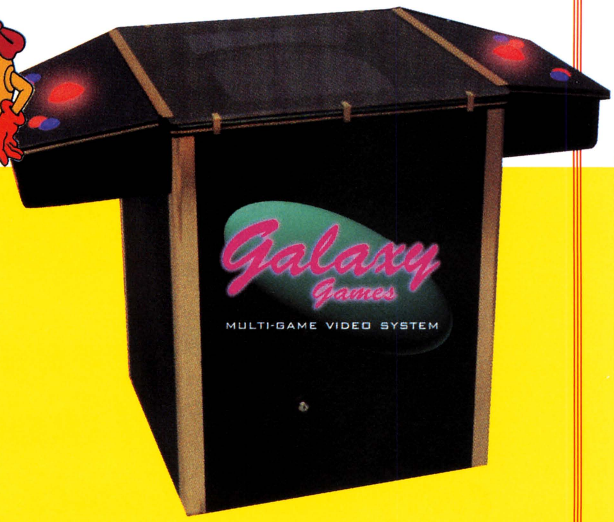


They're Back!

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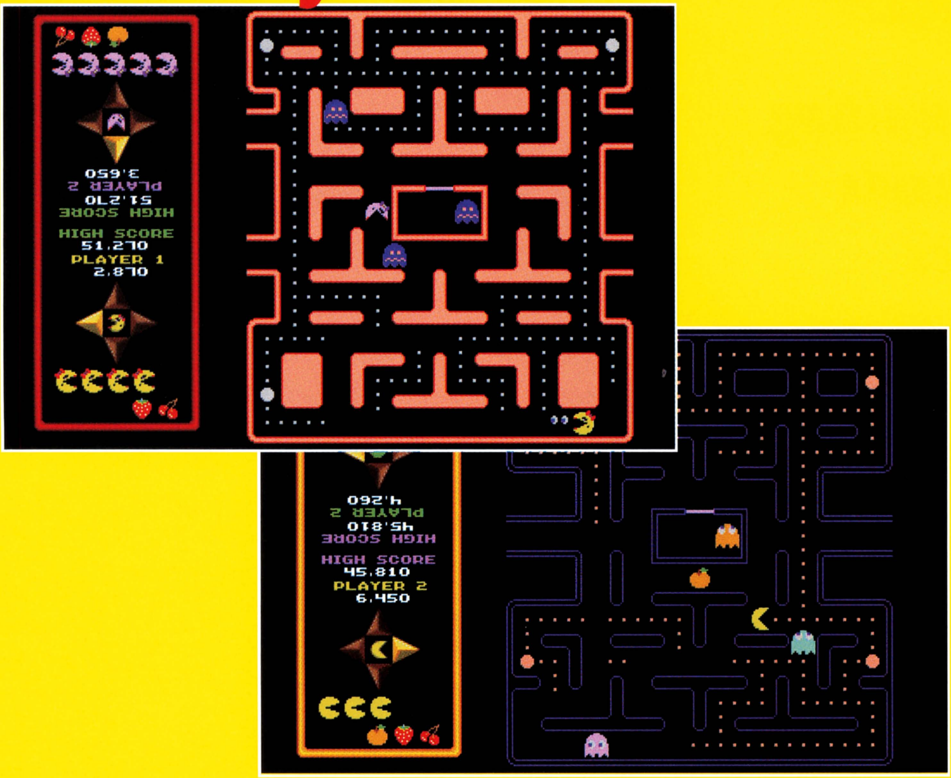
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PLAYER 1
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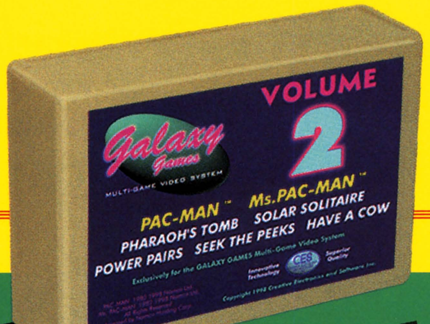
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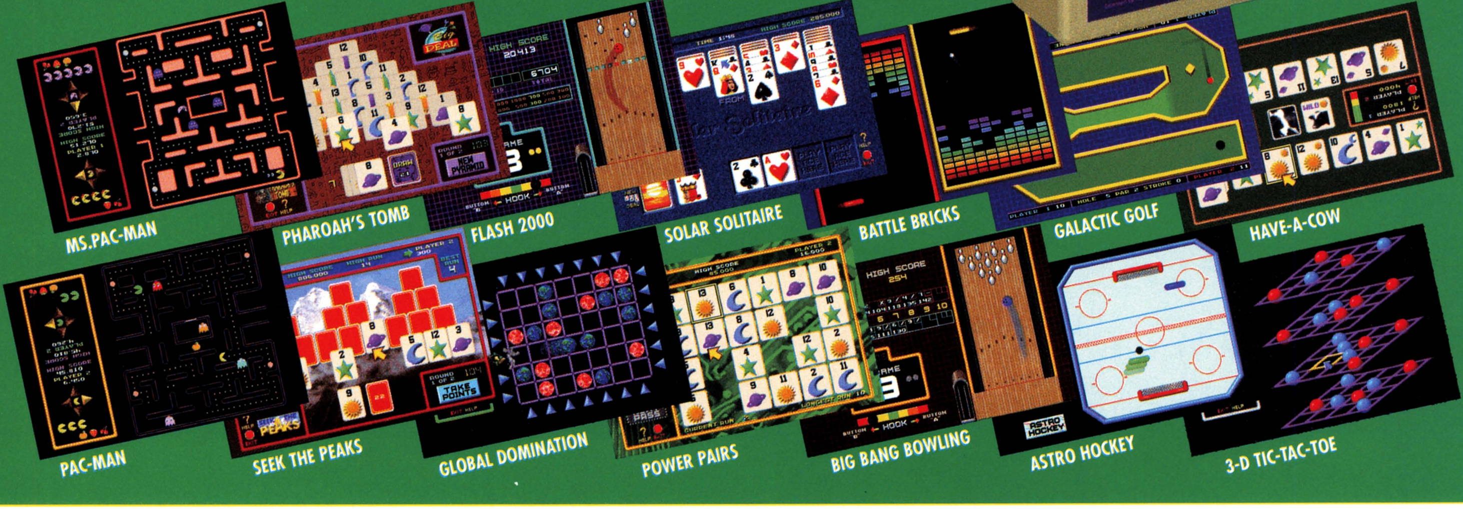
SOLAR SOLITAIRE
POWER PAIRS
SEEK THE PEEKS
HAVE A COW



MS.PAC-MAN PHAROAH'S TOMB FLASH 2000 SOLAR SOLITAIRE BATTLE BRICKS GALACTIC GOLF HAVE-A-COW

PAC-MAN SEEK THE PEAKS GLOBAL DOMINATION POWER PAIRS BIG BANG BOWLING ASTRO HOCKEY 3-D TIC-TAC-TOE

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KID'S **KORNER**

Children & coin-op go together

It wouldn't be an AMOA International Expo without children checking out the aisles for kiddie rides and fun games to play. This year was no exception, as these photos attest. ▲

Nicholas Emerson couldn't resist the giant *Garfield* ride by Jolly Roger at the Theisen Vending booth.

This little girl spent a long time playing the popular *Cyclone* at the ICE booth.

Britni Ettel took a special interest in the pink *Cadillac Car* ride by Kiddie Rides USA. Standing is Lan McNally.

At the Kiddies Mfg. display Kurt Simpson takes the handlebars of the *Harley-Davidson* motorcycle ride.

Ashton Thomas (l), son of Micro Mfg.'s Kendra Robichaux, and friend Cody Williams play *CarnEvil* by Midway Mfg.

A young lady plays *Soccer Shot* at the ICE booth.

THE INTERNET MADE EASY

(or at least simplified)

For the first seminar, on the first day, at an early hour (8 a.m.), the crowd was good. Soon it was better. And in short order it was a full house of AMOA International Expo '98 attendees looking for guidance and clarification as they stepped into cyberspace via the Internet.

"Exploring the Internet" was a timely seminar topic considering the phenomenal usage of the Internet in today's business world.

Jim Pietrangelo, general manager of AMA Distributors in Metairie, La., conducted the seminar alone. His stated goal at the outset was 1) to impart a better understanding of the Internet, 2) to explain how to connect to the Internet, 3) to take the mystery out of e-mail, and 4) to show how coin-op uses the Internet.

UNDERSTANDING THE INTERNET

Pietrangelo characterized the Internet as a "common way of sending out data and bringing everything together." He added, "The Internet has worldwide broadcasting capability. You can dial into Norway and China to obtain news.

"The Internet is a mechanism for information dissemination, an easy way to converse and send out messages. It also allows interaction. The Internet is the mother ship."

The basics needed are a computer or Web terminal, a modem, and a phone line. "A lot of people are intimidated by their computers, much less the Internet," he said.

CONNECTING TO THE INTERNET

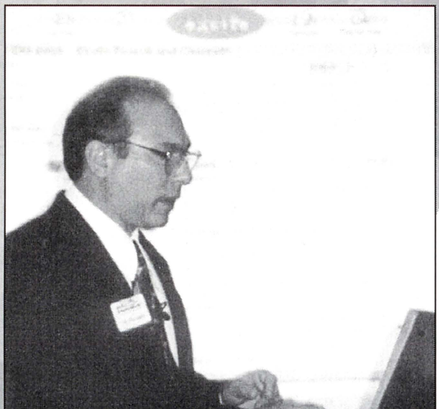
You need an Internet Service Provider (ISP), such as America Online, CompuServe, Prodigy, or Surf Free, to which you subscribe for a set period of time. Next you need a Web browser to access information: Microsoft Internet Explorer, Netscape Navigator, or Opera . The choice is up to the consumer. The browser is purchased and installed on your computer; it opens the door to the Internet.

Monthly ISP charges can range from $14.95 to $25 for unlimited access, depending on the provider. "A lot of people use America Online because they like the home page," said Pietrangelo. "It makes them feel comfy."

Once you're in the browser, if you don't know the specific Web site for the information you want, you can use a search engine such as Excite, Yahoo, or Snap to help find it.

He offered this advice for using search engines: "Success depends on how well you ask the questions." Narrow the field, and be very specific about what information you need.

A Web site is like an address; it's the place where the information resides. Data can be changed quickly along with graphics.



Jim Pietrangelo brings up the Excite home page.

E-MAIL

Electronic mail is a fast and easy way to communicate. In addition to the business applications, e-mail can be useful at home. "It can bring families together," said Pietrangelo. For those not into computers, but who still want to have e-mail, he suggested Web TV.

Don't worry about problems if you change your e-mail address. A service is available that will forward e-mail from the old name to the new one.

COIN-OP AND THE INTERNET

Pietrangelo recommended checking out industry Web sites such as those of the trade magazines, AMOA (www.amoa.com), AAMA (www.coin-op.org), news organizations, distributors, manufacturers, and supply companies.

What does all this wiring up of the world mean to coin-op? Pietrangelo named 12 possible applications:

1. Downloadable music

2. Downloadable games

3. Games that link players' statistics

4. Online parts and equipment databases

5. Online data collection for games

6. Online parts ordering from suppliers

7. Coin-op video and video phones

8. Common Web sites where manufacturers can issue service bulletins, notices, etc.

9. Online technical courses

10. Online product demonstrations

11. Online worldwide equipment poll that could collect, compile, and run statistical tests, and allow data to be researched by geographic region

12. Online expert database

Meanwhile, the Internet offers these immediate advantages:

✓ Monitor the AMOA Web site and others for information on issues such as the Parental Advisory System

✓ Advertise your route on your own Web site

✓ Read late-breaking industry news and check manufacturers' Web sites for game information

✓ Take advantage of federal and state Web sites

✓ Give your e-mail address to location owners because e-mail is more private than a fax

✓ Give your e-mail address to employees for an open line of communication

✓ Correspond with your suppliers via e-mail

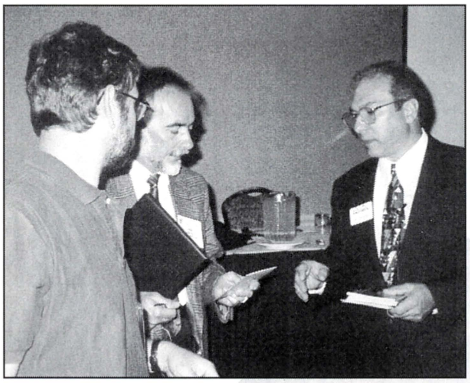
✓ Create and distribute mailing lists

✓ Do your own travel planning through airline and hotel Web sites

How do you go about setting up a Web site for your business? Check local phone directories for companies that perform this service, and check with a local Internet Service Provider who may be able to set up Web sites. Colleges also have interns in the computer science field who may be interested. Charges for this service will vary.

Pietrangelo suggested sitting down with a Web designer and telling him about your company and what you want to get across on the site. Since it takes longer to download graphics, keep pictures and artwork to a minimum and use more text.

"Just by being there you are advertising your company," said Pietrangelo. The message was clear: the more information the better. And there's no bigger virtual library than the Internet. ▲



After the session, Don Stowe (l) of Midstate Amusement and Herb Paugh (c) of Kiddie Rides USA talk with Jim Pietrangelo of AMA Distributors.

WEB WATCH

Play Meter **(www.playmeter.com)** presents Web Watch, highlighting some of the best coin-op industry Web sites each month

IAFEC (www.iafec.org/)

In addition to extensive information regarding the International Association of Family Entertainment Centers, this host site of the Fun Expo includes general information on the Expo, its attendees, exhibitors, special events and programs, travel info, and info on how to attend.

Randy Fromm (www.randyfromm.com)

Includes coin-op yellow pages that list manufacturers, distributors, and operators, as well as a "sell stuff" section in which visitors can post offers to buy or sell equipment. And, of course, you'll find information on how to fix everything from video game monitors to pinball machines.

ATM Distributing (www.arrdis.com)

This distributor of music for the coin-op music industry provides online ordering from an extensive catalog of music selections.

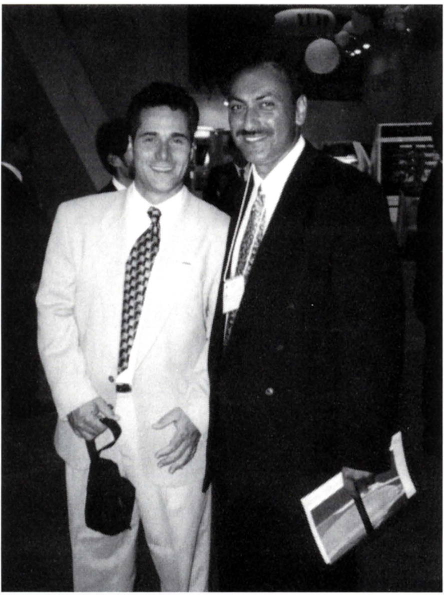
Incredible Technologies (www.itsgames.com)

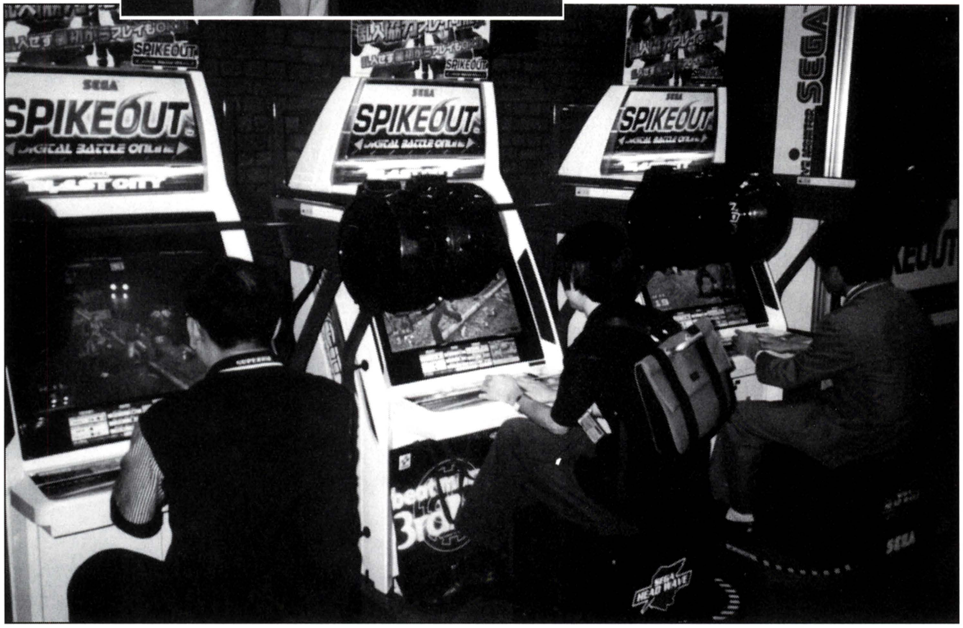
Comprehensive info regarding the company itself, its international tournaments, customer service, and career opportunities. Tips and techniques on *Golden Tee Golf, Shuffleshot,* and *World Class Bowling* are offered to game players.

Ohio Coin Machine Association (www.the-ocma.org)

This site begins with a description of the organization and its benefits, but the outstanding feature here is the OCMA's almost exhaustive list of links to other coin-op amusement industry and music Web sites.

JAMMA busy at Tokyo Big Site





TOP: Frank Cosentino of Namco and Nick Sarioglou of State Sales and Service.

BOTTOM: Attendees sample Sega's new fighter *Spike Out* with Sega's *Head Wave* speaker system.

While manufacturers and operators were at the 50th AMOA International Expo '98 in Nashville, Tenn., Sept. 17-19, an ocean away attendees gathered at the Tokyo Big Site in Tokyo, Japan, for the 36th JAMMA Show, Sept. 17-20.

This annual showcase of products sponsored by the Japan Amusement Machine Manufacturers Association was a well-attended event open to the trade for two days, then one day to the general public.

First-time JAMMA attendee Tony Maniscalco of Sega Enterprises USA said, "Being my first show, it was a unique opportunity to see a trade show from a different cultural perspective. It was a good coming out party for Sega's Naomi hardware platform, which was shown with *House of the Dead 2,* a baseball title, and a zombie action game."

He added, "Sticker machines were abundant, also tattoo machines, and poster machines. Gaming-style equipment for arcade use and non-gambling purposes were also on display. Product presentations were on a big scale and included large stages and video walls."

Steve McCaul of Global Equipment Exchange, *Play Meter* "Redemption Report" columnist, also traveled to JAMMA for the first time. He said, "The show was very busy. There were waiting lines for Sega's *Star Wars Trilogy.* I'll be interested to see how much of the product shown in Japan will come to the United States. There was a lot of good product."

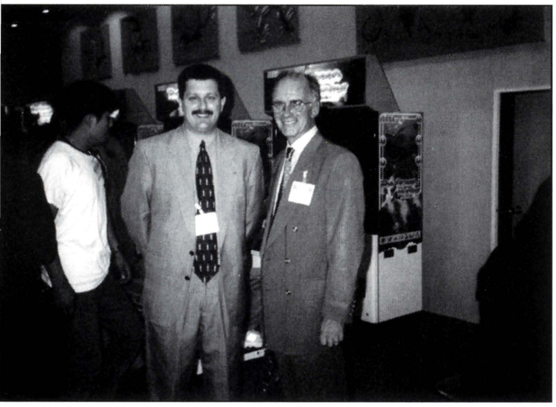
McCaul went to JAMMA in search of new redemption equipment and found some unique coin pushers. He couldn't help notice the high quality of the video game graphics. According to McCaul, much of the video product was shown in short, white upright cabinets with two-foot high stools for sitting down to play.

He observed that in the bustling city of Tokyo (population 13 million!) entertainment competition is not the same as that in the United States. There is not much television, Internet surfing is not strong, and outdoor activities except for baseball are not abundant. Entertainment appears to be concentrated in the arcades.

Brad Brown of Worldwide Video attends JAMMA every year to try to "stay ahead of the curve, to know what's available and what's not available." He considers it beneficial to go to a show "outside of your own comfort zone."

"The JAMMA show always premieres new equipment. I go to JAMMA for the same reasons I attend other in-

From left: Steve Thomas of Gameworks, Nick Sarioglou of State Sales and Service, Tony Maniscalco of Sega, and Michael Bach of Playdium.



At the Sega booth: Tony Maniscalco (l) of Sega and Bob Smith of Sega Europe by *The Ocean Hunter.*

dustry trade shows: to listen, learn, and look for creativity and new ideas you might not see somewhere else. From a video game point of view, the show this particular time was better because there was more product to see."

Among the new videos on display were *Raiden Fighters Jet* from Seibu, *Dead or Alive Part 2* from Tecmo, *Shock Troopers Part 2* from SNK, *Site 4* from Atari, *CarnEvil* from Midway, and fighters from Capcom.

In addition, Namco showed the dual driving game *Race On* and the fighting-themed *Fighting Layers.* Merit Industries exhibited the *MegaTouch XL Extreme* countertop. Taito showed *Operation Tiger*, a gun game reminiscent of *Operation Wolf*, and *Chaos Heat Fighter*, a futuristic *Ikari Warriors*-type game. Psikyo debuted *Gunbird 2*, a vertical flyer, and *Pilot Kids* on the Sega System II board. *Beastorizer Part 2* was also at JAMMA, as well as the intriguing game *Train Go!* that allowed players to engage in the action while seated in the front of a real train.

(JAMMA photos are courtesy of Tony Maniscalco of Sega Enterprises USA.)

AAE scores solid success

The Asian Amusement Expo (AAE) '98 drew nearly 2,500 trade members to its Aug. 26-28 show at the Singapore International Convention and Exhibition Center. Over 35 percent of the attendees came from places as far away as India, the Middle East, and Japan. Visitors and buyers were also present from the Philippines, Thailand, Malaysia, South Korea, Taiwan, Hong Kong, Indonesia, China, and Australia.

AAE '98 was co-sponsored by the International Association of Amusement Parks and Attractions (IAAPA), the American Amusement Machine Association, and the AiC (worldwide conference and exhibition management).

IAAPA president and CEO John Graff said, "People came knowing the economic situation wasn't the most encouraging, but they obtained good results anyway."

AAMA president and Konami president Mike Rudowicz commented, "I found a refreshing positive attitude in Singapore with reference to this show. There was a lot of effort put into it from AAMA and IAAPA because that's the only Asian show in that marketplace. The final results were very rewarding. Everyone is looking forward to next year's show."

AiC managing director Richard Ireland added, "The show turned out to be better than we expected. With the number and quality of attendees, we see growth and strong demand in the leisure and amusement industry in Asia."

Sally Corp. chairman and CEO John Wood stated, "We saw numerous prospects and believe we'll close several deals in the next six to 12 months." AAE '99 will be held next July 14-16, again at the Singapore International Convention and Exhibition Center. ▲

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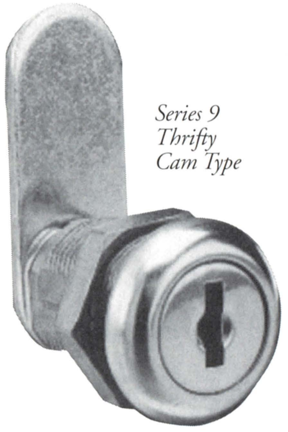

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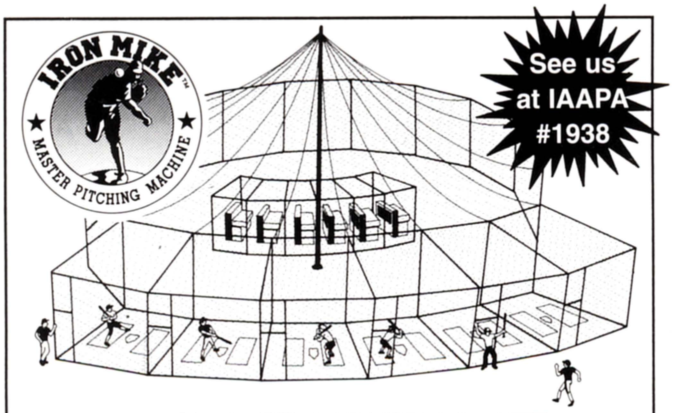
NOVEMBER in *Play Meter's* "What's New" game history

1975	Chicago Coin's *Shoot Out*, featuring an illusionary black-lighted 3D shootout between the player and the bad guy. Micro Games' pinball called *Spirit of '76* was touted as the first pinball game to use a microprocessor. The company said that with this microprocessor, operators can run their own diagnostic tests with the tip of a pencil!
1977	Amutech's *Space Ace* was billed as a "unique space game which uses a microprocessor with space sounds and a 25-inch color monitor."
1979	Atari's *Asteroids*, a two-player adventure with "its new Quadrascan video system." This game would become one of the most popular games of all time in both arcade and home versions.
1981	Nintendo's *Donkey Kong*, based loosely on the popular movie star King Kong, "offers players a unique and fun-filled change from the plethora of space adventure games." Gottlieb's mutiball *Black Hole* pinball featured a two-level playfield with a twist. The second one, about half the size of the main playfield, was located below the playfield, inside the game cabinet.
1983	Mylstar's (formerly Gottlieb) *M.A.C.H. 3* was this company's laser disc offering. As you probably recall, laser disc was predicted to be the savior of the industry, but it never lived up to expectations.
1989	Konami's *Teenage Mutant Ninja Turtles* was announced. Loyal fans of the green teens used an eight-way joystick to fight the evil ones to keep them from escaping to Dimension X.
1995	This was a busy month in *Play Meter's* "What's New" section, with the announcement of Atari's *Area 51* that has been at the top of the game heap since its introduction, Sega's *Virtua Cop 2* and *Virtua Fighter Remix*, and Taito's *Bust-A-Move Again*.



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OPEN HOUSE

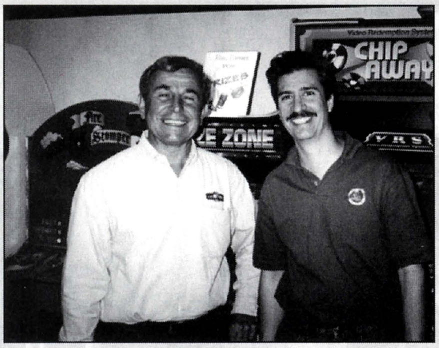
Mountain Coin reports best attendance in two years

Mountain Coin in Denver, Colo., held a post-AMOA open house for a group of enthused customers. The company's Jack Brown reported that the attendance was better than it was the previous two years. Customers from as far away as South Dakota, Kansas, and Wyoming joined Colorado operators for the Mile High Open House to take a look at some great new equipment, talk with fellow operators, and meet with manufacturer representatives.

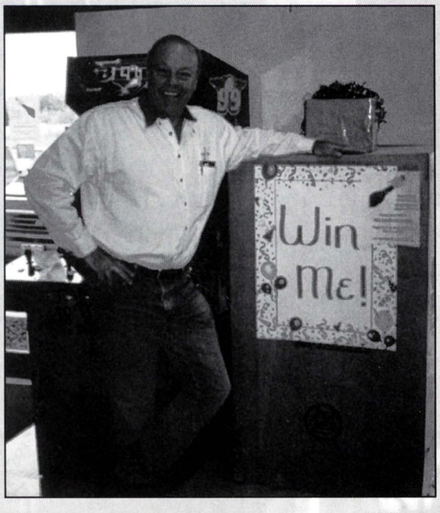
Brown noted that operators were quite impressed with the new video equipment, but as in other states, are overwhelmed with rising prices. Addressing the cost concern, Brown said that Atari's *Site 4* and Incredible Technologies' *Virtual Pool* seem to be on the right track. He added that operators were checking out other equipment too, including the new *Intrigue* jukebox from Rock-Ola. ▲

Automatic Products

From left: Steve Hibbert of Mountain Coin, R.J. Dimig of Maxam Vending, and Marvin Miner of Mountain Coin.

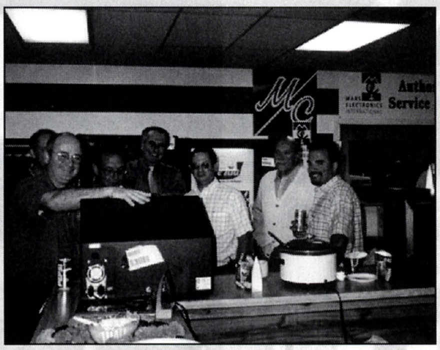


Paul Christiano (r) of Red & Jerry's talks with Norm Petermeier about the exciting new Lazer-Tron products.



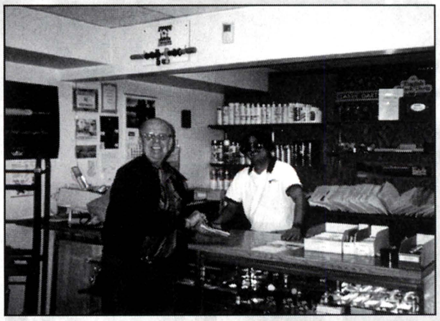
No, he wasn't the prize as it may look in this photo! But Duane Deighton of Ponderosa Amusements did win one, a new Sega pinball.

Duane Deighton (l) of Ponderosa Amusements congratulates Bob Walsilewski on the great new Rock-Ola products as Erin White and Tom Weisgaver of Ace Games look on.

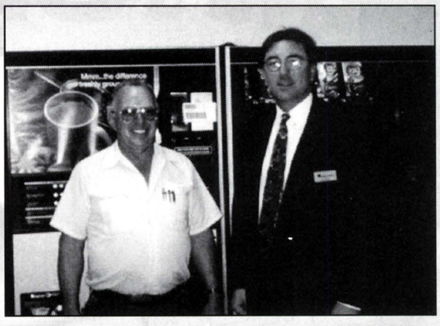


Lamar Forque (l) of Micro Mfg. held a training session on *Global Touch*. From left: Forque, Rich Mazone of Games People Play, Larry Mauro of Mountain Coin, Norm Posner (hey, didn't he retire!!!), and George Karas and John Hullick of T.D. Rowe.

From left: Norm Petermeier of Lazer-Tron, Larry Mauro of Mountain Coin, Casey Larsh of Larsh Coin, Rich Mazone of Games People Play, Lamar Forque of Micro Mfg., and Jim Larsh of Larsh Coin.



Larry Ready (l) of Longmount Vending picks up a few parts from Chris Romero of Mountain Coin.



R.J. Dimig (l) of Maxam Vending visits with Rick Koch of Automatic Products.

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OPEN **HOUSE**

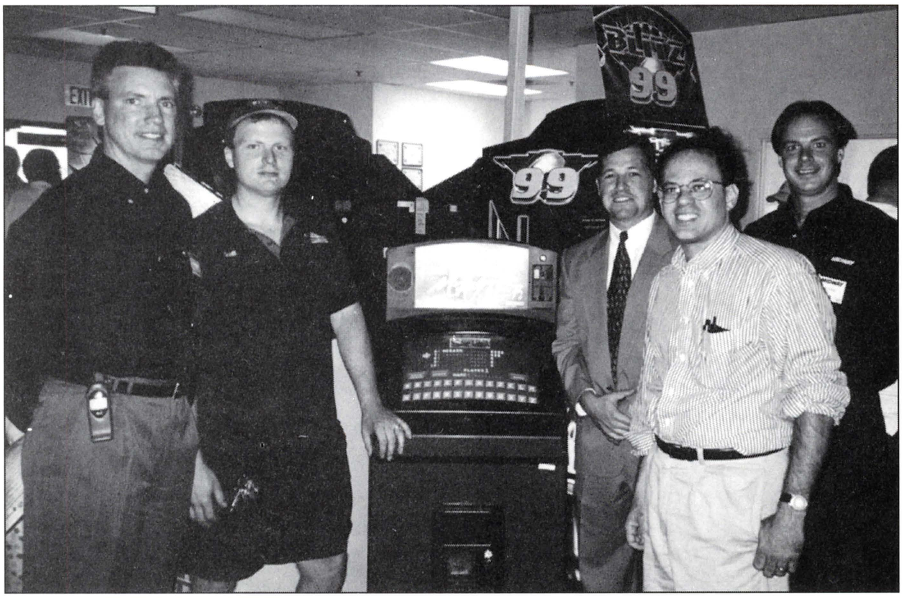
BETSON PHILADELPHIA welcomes big crowd

Betson Philadelphia Distributing in King of Prussia, Pa., had an outstanding turnout of 300 guests for its recent post-AMOA open house.

According to general manager Irv Spinak, many of the attendees brought their wives and family members to sample all the new equipment. Spinak, sales manager Bob Dipipi, and the full staff were on hand for the occasion. Door prizes and a buffet dinner added to the fun of the day, which was enjoyable for everyone. ▲

From left: Eric Ash, Irv Spinak of Betson Philadelphia, Frank Ash Jr., Tom McAuliffe, Tom Keil of Atari, and Alan Bruck crowd around *Gauntlet Legends* as John and Jerry Gianakis play the game.

By Midway Games' *NFL Blitz '99*, (l-r): Mike Springman of Betson Philadelphia, Paul Drzal from M & P Vending, Joe Moffett of Betson Philadelphia, and Ron Baum of Midway.



Next to Midway Games' *TouchMaster 5000*, (l-r): Ron Baum of Midway, Scott Hill of Mercury Amusement, Bob Dipipi of Betson Philadelphia, Evan Wessel of Mercury Amusement, and Joe Bundra of Midway.

Bob Dipipi (r) of Betson Philadelphia with Charles and Joanna Gianakis of Funtime Amusements and their children John and Jerry by Benchmark's *Drill-O-Matic*, Sammy USA's *Sports Arena*, and Fun Merchants' *Gift Box.*

The DIGITAL DOWNLOADING JUKEBOX *goes online*

The digital downloading jukebox is emerging from development and may be at a location near you.

Jim McCormick

Not to be confused with Internet sites that provide downloadable songs for individual PC audio players and sometimes refer to themselves as "digital downloading jukeboxes," coin-op downloading jukeboxes are attempting to make their first large-scale public appearance. While Arachnid and NSM have entered the digital downloading jukebox market at different stages, it is TouchTunes Digital Jukebox Inc., an affiliate of Technical Maintenance Corp. (TMC), and Cybertainment Systems Corp. which seem to be furthest along in this introduction. Arachnid has shown its *Baudy Songs* jukebox at two trade shows, but president John Martin chose not to comment about his company's downloading digital jukebox developments, citing ongoing legal concerns for Arachnid. And, prior to deadline, we were unable to reach anyone at NSM for comment.

THE TECHNOLOGY

The *TouchTunes Digital Jukebox* is built around a massive hard drive system that stores and plays music titles. The system's storehouse of music is loaded and updated via a data link to a centrally-located music library residing at the Network MCI Developer's Lab in Richardson, Texas. Jukebox operators are able to order and locally store any individual music selection. A basic digital jukebox will store at least 500 selections. The machine is coin-operated, and customers can use the built-in color touch screen to make their song selections.

"On the *CyberTunes* jukebox," said Buck Bechtold, president of Cybertainment, "the operator makes the choice for selections using a catalog on the box, then orders the music from us, we download it to the box, and then the consumer makes his choices. The music resides on the box, so it's not online at all times."

It is the hope of these digital downloading jukebox manufacturers that this new breed of jukebox and method of song retrieval will further invigorate the jukebox business, which currently grosses more than $2 billion annually,

TouchTunes' version of the digital downloading jukebox

TouchTunes
DIGITAL JUKEBOX
PICK AN ALBUM
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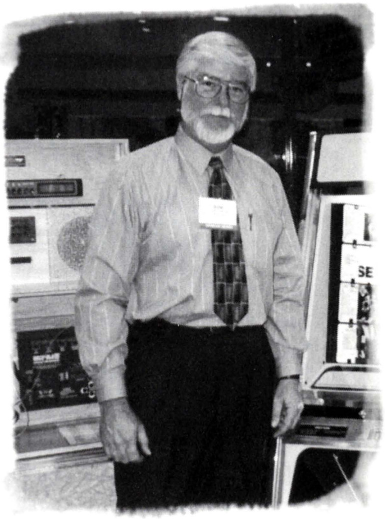
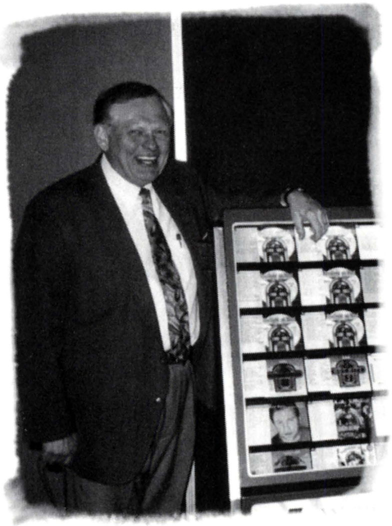
TouchTunes' vice president of sales and marketing John Margold



Rock-Ola president Glenn Streeter



Wurlitzer president Joe Pankus

worldwide, according to *AudioWorld* magazine.

"We are confident that with the continued support of the record labels, TouchTunes, through the use of its cutting-edge, high-tech jukeboxes built by Bose Corp., is poised to significantly upgrade the American jukebox industry," said Tony Mastronardi, CEO and president of TouchTunes and TMC.

According to Bechtold, Cybertainment has had product in the field since October of '96. "We started by putting two boxes out in a test environment in October of '96," Bechtold said. "They're still running. We then brought it out in '97 as a retrofit kit that will fit anybody's jukebox; it will upgrade any existing jukebox to a downloadable. And then at last year's AMOA, everybody asked us to build our own box. So we went ahead, procured a box, and put our kit in it, and we now have our own jukebox. We offer two different products: the retrofit kit and the full jukebox itself."

Not only can digital music distribution help new music to reach jukeboxes faster, but also the system software governing such distribution may allow jukeboxes to tabulate all played selections and automatically generate detailed pay-for-play statements indicating the royalty amounts due each respective performing rights organization, record company, music publisher, and ultimately artist. In this way, the digital downloading jukebox may likely be attractive to record companies and performing rights organizations.

"What we see here is that they can monitor every song that's played on the jukebox," said Harvey Campbell, of Harvey's Music Distribution, a one-stop. "They can use this information, which is not readily available now, however they want to use it. Knowing exactly what's playing on what jukebox and where, is certainly worth something. At least you can feed back information to the majors."

The downloading jukebox may also be utilized for test-marketing new songs in specific regions and locations. The ongoing collection of data pertaining to frequency of play may allow the operator to constantly adapt his jukebox to the changing musical preferences of jukebox customers at any individual location.

"I believe in downloading. I believed in it 10 years ago when I first saw it," Rowe executive vice president Joel Friedman said at the Ohio Coin Machine Association state show in August. "The key to technology is don't spend your money at the wrong time. The only thing important is the cash box. But, let me assure you, Rowe is very much up on technology. Under the current conditions and the current financial formulas, downloading doesn't work. Technology that some are calling 'state-of-the-art' in today's fast changing marketplace I may call a dinosaur. Operators buy jukeboxes as long-term investments, not to gamble their futures."

When asked if Rowe is working on a digital downloading jukebox, Friedman said that "Rowe is working on what makes economic sense." Friedman pointed out the economic sense that CDs made and how they helped operators change pricing to increase the cash box. Friedman continued, "I am looking forward to DVD, which I believe, in combination with CD discs, is the next step in the future of the jukebox industry. Operators will have a combo box and discs, both audio and video, that they can purchase from their one stops. Let me once again assure you that when future technology makes economic sense, then Rowe will be there."

"We have experimented with the downloading technology," said Wurlitzer's Pankus. "If we were to enter it, we would probably enter into an area where we don't violate any existing patents or proprietary methodology."

"The technology [for digital downloading jukeboxes] has been out there a long time," said Campbell. "I'm well

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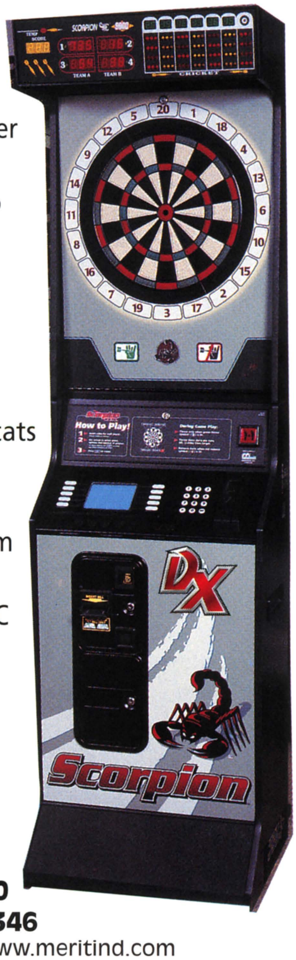

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aware of TouchTunes, and I think it's a strong organization. I think they may have a better mousetrap. But that's to be seen. In the music business, since it's stockholders, attorneys, and accountants who are running the show, licensing all this stuff, it seems to me, this is where the problem lies. Without a license to publicly present a digitally downloaded song, you have a problem."

LICENSING RIGHTS

It was precisely the partial clearing of that hurdle of licensing which gave cause for celebration in the TouchTunes camp the week of the AMOA convention last month. TouchTunes announced that it had acquired the first ever master rights for its new-age Bose-built, downloading jukeboxes from Universal Music Group Inc., Polygram Records Inc., and BMG Entertainment North America. These recording company alliances have consented to provide their copyrighted master recordings for inclusion in the TouchTunes database, which, considering ongoing negotiations with the other major record labels, could potentially reach into the hundreds of thousands of titles.

"We began roll out with three of the big six labels, though our goal is to have 100 percent of the companies on board," said John Margold, vice president of sales and marketing at TouchTunes, who is optimistic about reaching agreements with the other big record companies. "No jukebox has all the music you can think of. The key is whether you have enough music so that someone can choose something they like from it. You don't need every song ever recorded to be successful. We have a lot of music with three majors and dozens of sub labels."

While TouchTunes was forthcoming about its acquisition of mechanical rights, Pankus would only say that the acquisition of mechanical rights has not been a problem for Cybertainment and that it has licensed rights, for the music that it offers, from the affiliated companies.

JLO manager Isabel Landeo

TouchTunes shipped 36 boxes in early September and an additional 12 units shortly afterward. Then they plan to stop for a time, as Margold explained, "We would like to have hundreds of hours and downloads under our belt first, then by spring we expect to be at the 550-units-per-month pace that we and Bose have agreed to. The slow roll out is on purpose. The point is to make the jukeboxes perfect."

In addition to the negotiated agreements with the record companies, licenses for the performing rights of musical works are administered to jukebox operators by the Jukebox Licensing Organization, or JLO (see September "Music Notes," p. 149). The JLO is specific about the type of jukebox it licenses, and it administers the agreement that was negotiated by the performing rights organizations, or PROs, and the AMOA.

"ASCAP, BMI, and SESAC are closely following the introduction of downloadable jukeboxes in this industry," said Isabel Landeo, manager of the JLO. "As licensing requests are made through the JLO, the PROs review each situation to determine whether the transmission is also a performance. In addition, the PROs review other characteristics of the device to determine whether it can be licensed under the JLO's Jukebox License Agreement."

In the agreement between the AMOA and the JLO, there is a very specific definition of a jukebox, or, as it's referred to therein, a coin-operated phono-record player. As long as the jukebox in question falls under that definition, the JLO can license it. If a jukebox does not fall under the JLO's definition, then the performance of music on it has to be licensed directly by ASCAP, BMI, and SESAC.

Landeo is excited by the new technology on the horizon. "There are, however, many performance rights concerns regarding the transmission of music via telephone wire, etc., that are more than jukebox-related," Landeo said. "The PROs are reviewing all aspects of new technology very closely in relation to the public performance of copyrighted music and the copyright owners they represent. I believe, however, that the downloadable jukebox can be viewed as an exciting variation to the industry."

According to Bechtold, the *CyberTunes* unit is authorized as a jukebox by the JLO. "In fact, we have an agreement that we sign with the operator that says he must have a jukebox license or we won't service him," Bechtold said, "because we don't want to have a problem with the performance."

When asked if he saw digitally downloaded jukeboxes coexisting peacefully alongside CD and 45 jukeboxes, Campbell was particularly assertive in his optimism. "Everybody isn't going to jump on board this new mousetrap," Campbell said. "13 or 14 years ago, Seeburg dictated that vinyl was dead, but it's still alive in my business (see October "Music Notes"). The 78 definitely died. But there are some old 78 jukeboxes out there yet, and Rhino put out some 78s for people to buy for their nostalgic jukeboxes.

"I'm for promoting a song regardless of what configuration you put it on. If you can put a song on a seven-inch or CD, solicit it to jukeboxes, and it plays and people make a couple of bucks on the deal, then so be it. Let's get back to the music business. Let's get away from the guy sitting up there in his ivory tower saying that the CD single is cannibalizing the full length. I think a lot of people have lost sight of being in the music business."

"I believe in the concept, but I don't believe in the timing," Friedman said regarding the emergence of digital downloading jukeboxes. He also said that he had his reservations about privacy issues regarding operators' information, and that for him licensing isn't the issue, it's the economics.

LOCATIONS

According to proponents of the digital downloading jukebox, while itself high-tech, the new jukebox still appeals to that base of jukebox customers that has been most enduring. When asked what kinds of places the TouchTunes unit is doing best in, Margold responded, "Joints you might not want to bring your mom."

"The best juke locations are neighborhood shot-and-beer bars, places that are not sophisticated places," Margold said. "The people who can go back home to their entertainment systems are probably not that interested in hearing jukebox music."

"Our [digital downloading] jukeboxes do equally as well in any location only because we do not use a touch screen monitor," Cybertainment's Bechtold said, "which is confusing to people because the area that you touch is so small. We do not use a mouse. We use the standard keypad of a jukebox, so there's no stigma about using them. It takes customers a couple of seconds to learn how to use the screen, and then they're using the box."

According to Bechtold, Cybertainment's boxes show anywhere from 20 to 30 percent increase in revenue over a CD box in the exact same location.

"There are three actual *CyberTunes* jukeboxes, because we just brought them out this month," Bechtold said. "There are about 30 retrofit kits out there. We're ready to rock and roll right now, and we've got product in stock ready to go out the door. In fact, the AMOA show was very positive for us. We've got quite a few operators ready to take product on, so it's just a matter of following up after everybody settles down coming back from the show."

Everyone in the jukebox industry by no means shares Bechtold's and Margold's enthusiasm. "I equate the philosophy of TouchTunes and its method with the bar that hangs a sign saying 'free beer tomorrow,'" said Glenn Streeter, president of Rock-Ola. Streeter himself was once approached by TouchTunes to make their cabinets, but he said that he chose to avoid involvement with the digital downloading jukebox enterprise, believing that what the consumer uses (i.e. CDs) is what the jukebox industry should also use.

"I think it's going to come to pass, but I think the numbers have to work a little better than what is being expressed in the market today," Pankus said. "Those numbers aren't necessarily favorable for most of the market.

"You also have a problem in that the distributors and operators today are very reluctant to give out an account list or a customer list. I see the

> ***"Without a license to publicly present a digitally downloaded song, you have a problem."***

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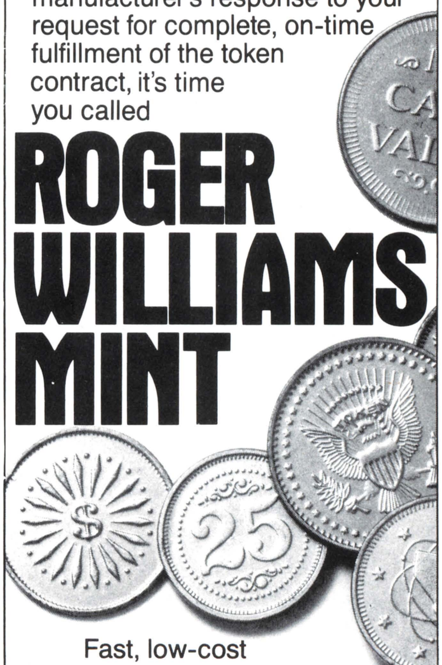

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program working in the future, but not under the format that it is today where the manufacturer has a complete account list of anybody that signs up."

Pankus also expressed skepticism based on his observations of the jukebox industry as a whole. "The only problem I have is that we are gong in a variety of other directions," Pankus said. "Five years ago there were 20,000 jukeboxes produced and shipped in the United States. You're going to be probably under 9000 this year. The market is shrinking not only in the jukebox business, but also in all the other areas. Pinballs are almost nonexistent. Didn't two pinball companies go out of business in three years? There are too many alternative methods for one to enjoy himself at a pub or a bar, from karaoke to Monday night football to live music. Not to mention the fact that you've got DUIs being handed out like crazy. The market is just not the same. And so why everybody's fighting for a 9,000 unit jukebox market, while the market is on the backside of a bell curve, is beyond me."

Pankus admitted that the technology of downloading music is good, will work, and will be here. But not the way it's being structured today. "Everybody's talking about it," Pankus said, "but how many downloadable jukeboxes are out there today?"

But there continues to be those who do not predict digital downloading to be the frontier of music distribution. Speaking about his expectations for that future, whether it be for jukeboxes or retailers, Jim Griffin, a former Geffen Records head of multimedia, had this to say to *Billboard* magazine back in August 1998: "I see the industry moving toward streaming (i.e., continuous online accessibility) and away from downloading, and as connectivity increases and [traditional] distribution decreases, you'll get whatever you want when you want it. Ten or 15 years out, people will laugh at the notion that we downloaded a song." ▲

"I think it's going to come to pass, but I think the numbers have to work a little better than what is being expressed in the market today,"

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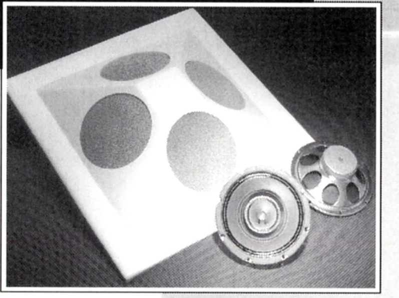

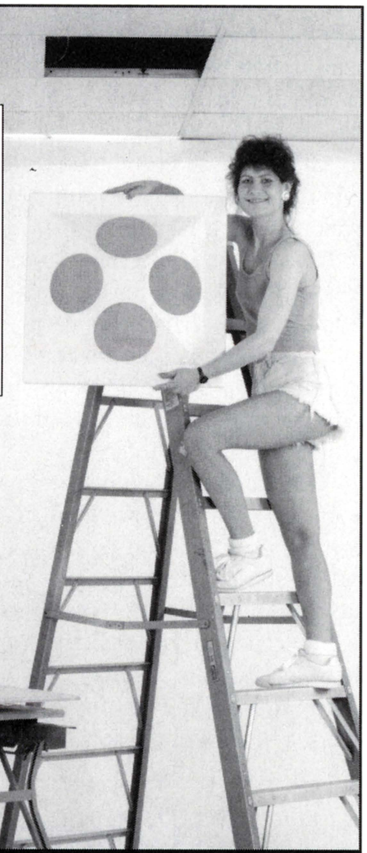

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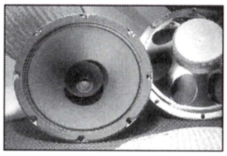

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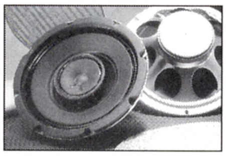

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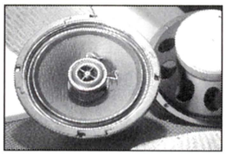

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Preventative maintenance

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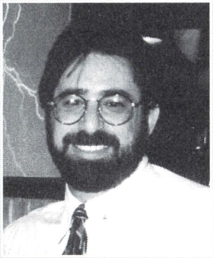

Michael Getlan is a third generation owner/operator of arcades and family entertainment centers and a member of IAAPA's Education, Technology, and Award Committees. He is director of operations for Amusement Consultants Ltd. of New Rochelle, N.Y., which operates 40 locations in 12 U.S. states and Central America, and is a frequent speaker at industry conventions.

In our world of coin-op amusements, there are many pressing reasons to implement a comprehensive preventative maintenance program. These include increasing return on investment by increasing the expected lifetime of the equipment, maintaining the playability and enjoyment of the games, running the equipment in the most economical way possible, and insuring the safety of the guests in your facility.

While the business reasons are primary in the minds of many operators, the safety considerations far outweigh these everyday concerns.

Increased ROI

The effect of a comprehensive maintenance program on return on investment is obvious to experienced operators. Games will simply last longer if they are checked and cleaned on a regular basis. Dust, dirt, and grime increase wear and tear on playfields, input controls, and other mechanical parts, and they increase CPU problems.

While the implementation of maintenance programs will incur initial costs in the short-term and require training and record keeping above and beyond simple tracking of out-of-order games, the long-term savings will compensate for the start-up costs. Fewer parts will be needed overall, and slow business times will become more productive.

Preventative maintenance produces an unexpected benefit as well. As your technical staff becomes more involved with these programs, they become more familiar with the games as a whole. This reduces down time on regular repairs and creates a stronger, more confident response to the daily pressures of operating.

Increased playability

Players know the equipment better than operators do. This may seem like a strong statement, but they play the games and know before we do when a machine is working improperly.

Many players are not aggressive enough to complain about these problems, but a comprehensive maintenance program can detect these problems before players get totally frustrated with your games.

Players want games to work perfectly. They spend their money and expect value in return. The proper condition of your equipment can be a powerful marketing advantage in a local market. If your games work while your competitors' do not, this will be well-known to those dedicated players who comprise your primary market segment.

Operators also want the games to work perfectly. They know that a properly working game will perform as it is designed to perform, will provide a player with the enjoyment they want, and result in an increase in the cash box. A properly run maintenance program will aid in this effort.

Economic issues

The cost of parts and supplies is significant in the overall operation of an amusement business. These costs can be reduced with a program that is comprehensive in design and rigorous in execution.

Consumable costs are especially susceptible to maintenance programs. Improperly operating games, such as photo machines, will waste more supplies. Tracking similar games will often pinpoint problems, particularly with multiple games or in multiple sites.

One of the most significant results of a comprehensive program will be in the detection and repair of smaller problems before they develop into larger problems that require more expensive solutions. Maintenance problems tend to blossom into additional problems that would not have arisen had they been caught early.

Safety is the issue

The most important part of this issue is safety. That should always be the primary concern in every aspect of your operation, and nowhere is it more of a potential problem than when dealing with electrical equipment. Some things are simple, such as regularly checking for proper grounding. Sharp edges, slippery surfaces, and loose fastenings require more time and effort.

> *"Safety should always be the primary concern in every aspect of your operation."*

Information is readily available for technical staff members. Each game comes with a manual that outlines maintenance procedures. Factories are always willing to provide assistance, and trade publications routinely provide updates on new problems that develop in games not covered in the manual. In addition, your local distributor should always be willing to help a customer.

Aside from the legal ramifications of improper maintenance, the cost in guest suffering and the subsequent problems that result from an injury to a guest make preventative maintenance a responsibility for every operator of coin-op equipment.

Operators need to design and implement programs if they are not in place already. They need to inform all staff members of the importance of these programs. Technical staff members also need to be informed and understand the responsibility that rests on them.

Our guests need to be protected. The ultimate responsibility falls on the owner/operator to monitor and regulate the safety of the equipment and the facility as a whole. Take charge of the situation, and create and direct a comprehensive preventative maintenance program to insure the safety of your guests and your business. ▲

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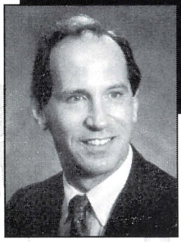


TOM FRICKE

The wire ACT

Congress is in the process of amending and supplementing an important Federal law: the Wire Act. This law was enacted in the early 1960s to enhance Federal enforcement against sports betting rackets, prohibited under state law. Bills now pending in Congress with overwhelming support promise to update Federal enforcement powers to prohibit the bookies of our decade, the Internet casino.

Talk about a broad consensus! Concept-level support comes from what appears to be the entire state law enforcement establishment, the entire corporate gaming industry, and the entire moral-values block. A few critics have pointed out that Internet gaming can be regulated to preclude access by juveniles, that prohibitions generally don't work, and that unenforced prohibitions tend to be counterproductive. Nevertheless, the Kyl Amendment passed by a wide margain in the Senate. In the House of Representatives, a similar bill was approved on September 14 for consideration by the House Judiciary Committee. This was only a little over a month after it was referred to the House Subcommittee on Crime.

Gambling via unregulated Internet casino Web sites, using your home computer, is against the law in every state. It already runs afoul of many Federal laws, including 18 U.S.C. 1952 (Interstate/ foreign travel to further a racketeering enterprise), 18 U.S.C. 1953 (Transportation of wagering implements), 18 U.S.C. 1955 (Operation of an unlawful gambling business), 18 U.S.C. 1961 ets. (RICO), and 18 U.S.C. 1956 (Money laundering). Illicit gaming Web site operators commit a crime in every U.S. jurisdiction in which a wager is placed on their site, even if they are actually located in a foreign country where the wagering is lawful. So why the urgency to update an already robust set of Federal laws?

The Congressional Record, July 22,1998 contains the answer. According to Arizona Senator Jon Kyl:

> *". . .there are now an estimated 140 gambling sites online. Two years ago, Internet gambling was a $60 million business. Last year it grew to a $700 million business, and some expect that by the year 2000 the figure will be $10 billion."*

That is bigger than coin-op amusement and one-fourth as large as all U.S. lawful gambling. Guess whose ox is being gored. But there is urgency for other reasons as well. The bill's proponents believe that it is impossible to keep children from accessing these casino Web sites. Unregulated Web site gaming also means no integrity (i.e. dishonest or rigged games), no screening of operators (i.e. no exclusion of the Mob), and (not least) no taxes.

"Bills now pending in Congress with overwhelming support promise to update Federal enforcement powers to prohibit the bookies of our decade, the Internet casino."

I would here add a few comments of my own, specific to the interest of coin-op amusement. We have felt the impact of in-home play of amusement games. We would be certain to feel the further impact of another $10 billion of discretionary consumer income syphoned off by an additional form of in-home entertainment. Moreover, the law of games for prizes cycles between permissiveness and repression. Some of us wonder what it will take to reverse the permissive trend we now enjoy. Could a sea change of public attitudes about gaming be brought about by the exponential increase in gambling addiction and personal ruin, which many warn will be the inevitable result of slot machines in every home? I'd rather not find out.

With this in mind, our robust web of Federal laws does appear to have some holes in it. I understand that offshore operators cannot be readily extradited, and you have to find them first. Our Federal laws generally prohibit gambling businesses, not consumer gambling. The law made for bookies seems to apply only to sports betting, only to money payments, and only to telephone lines. And there's no practical way for Law Enforcement to compel an Internet service provider to pull the plug on an unlawful offshore Web site operation.

Here's what the Wire Act says now:

> *"Whoever being engaged in the business of betting and wagering knowingly uses a wire communication facility for the transmission in interstate or foreign commerce of bets or wagers...on any sporting event or contest, or for the transmission of a wire communication which entitles the recipient to receive money or credit as a result of bets or wagers. . .shall be fined. . .or imprisoned. . .Nothing in this section shall be construed to prevent the transmission in interstate or foreign commerce of information. . . assisting*

in the placing of bets or wagers on a sporting event or contest from a state or foreign country where betting on that sporting event or contest is legal into a state or foreign country in which such betting is legal."

There are two things that I note about this law:

(1) Bet or wager isn't defined either in the Wire Act or elsewhere in the gambling crimes chapter of the United States Code; and (2) no matter what you call a bet or a wager, if its lawful in the state where made and in the state where accepted, it doesn't violate Federal law.

In last month's column I focused on two lines of business which we all believe and hope will add new juice to the coin-operated amusement industry. One of these lines of business is skill-only video games operated on a distributed tournament or other score-ranking basis for valuable prizes. This is important enough that the Kyl Amendment (S.474) and its House analog (H.R.4427) merit the attention which they are now receiving from our trade associations. It stands to reason that when Congress passes this law, the text must be clear beyond cavil that prizes for a video skill tournament operated for example in North Carolina (where it is lawful) and played in Virginia (where it is also lawful) are not somehow rendered unlawful by the Internet Gambling Prohibition Act of 1998.

If you credit the public statements of our representatives in Washington, their intent all along was to avoid rendering criminal any practice that is allowed under applicable state law. Their intent was only to give to both Federal and State Law Enforcement better tools with which to enforce existing state gambling prohibitions. Here, for example, is an extract of the testimony of Representative Bill McCollum, chairman of the Crime Subcommittee of the House Judiciary Committee, given February 4 of this year, at the beginning of his subcommittee's consideration of an early version of the Internet Gambling Prohibition Act:

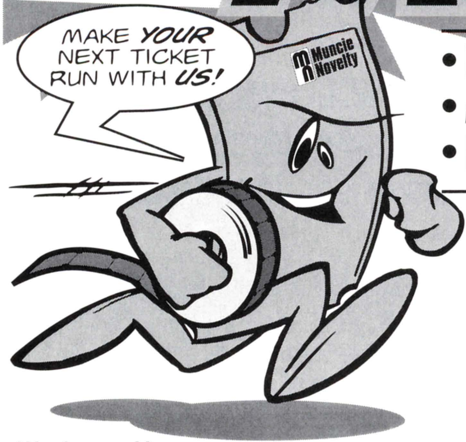
". . .we also want to reaffirm our support for the provision of the House bill that would respect the right of a state to legalize Internet transactions as it sees fit. H.R.2380 does not preempt any state laws, and it does not apply to transactions that are legal in both the state in which they originate and the state in which they are received. The bill simply brings the current prohibition against interstate gambling up to speed with the development of new technology."

To similar effect, on July 22, the Senate sponsor Jon Kyl explained his bill to his colleagues in the Senate during floor debate, as follows:

". . .now, the people who operate these kinds of activities on the Internet have variously claimed that it is not gambling and that no prizes are awarded. And if that is the case, then they have nothing to worry about under this legislation because both of those are requirements for it to be considered gambling. We also make it clear if they charge administrative fees rather than collecting money to pay off bets, they would be exempt. . . ."

Here is an extract of the Internet Gaming Prohibition Act of 1998 as passed by the Senate. Draw your own conclusion as to whether the text is clear enough to carry forward the expressed intention of the bill's Senate sponsor:

". . .the term bets or wagers. . .means the staking or risking by any person of something of value upon the outcome of a contest of others, sporting event of others, or of any game of chance, upon an agreement. . .that the person or another person will win something of value based on that outcome;. . .it shall be unlawful for a person knowingly to use the Internet or any other interactive computer service. . .to place, receive or otherwise make a bet or wager with any person . . ."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There are several exceptions to the bill's definition of bet or wager. There is a very thorough-going exception for multisite parimutuel wagering by regulated horse tracks, for example. There is another exception for multistate government-run lotteries and a third (apparently to please the bill's supporters from Nevada) to sprinkle holy water on a quasi sports betting practice known as fantasy sports leagues. However, there is no exception for a bet or wager which is lawful both in the state in which made and the state in which received. This exception is contained in the original Wire Act and is something that the sponsors and other supporters in both Houses have been saying all along carries forward the intent of the Internet Gambling Prohibition Act. This puzzles me.

Why was this exception not carried over from the Wire Act? At least one Senator is also puzzled. On July 23, during the Senate floor debates of the Kyl Amendment , Senator Leahy remarked as follows:

> *"...the Department of Justice suggested deleting sub-section (B) altogether and inserting the phrase, 'in violation of State or Federal law' at the end of sub-section (A). The addition of this latter phrase would ensure that transmission of information assisting in the placing of legal bets or wagers would not be criminalized by this legislation. Senator Kyl agreed to delete sub-section (B), but he did not add the phrase 'in violation of State or Federal law' at the end of sub-section (A). I hope this latter suggestion is accepted as the legislation moves through the legislative process."*

Thank you, Senator Leahy. To be comfortable that distributed skill-only video game tournament play will be clearly and obviously lawful under Federal Law, we are left with the bill's basic definition of bet or wager. Look at the operative language again, if you will:

> *"...staking...value upon the outcome of a contest of others, sporting event of others, or of any game of chance..."*

You may wonder: where's the beef? Well, we are writing the law this time. Here is our opportunity to ensure that skill-only tournaments are never challenged under this Federal law. For this, I like the house version of the Internet Gambling Prohibition Act, better:

> *"...the term bets or wagers...means the staking or risking by any person of something of value (other than in a de minimis amount) upon the outcome of a contest or game predominately subject to chance, upon an agreement... that the person or another person will receive something of greater value than the amount staked...in the event of a certain outcome;...includes the purchase of a chance or opportunity to win a lottery or other prize if the opportunity to win is predominately subject to chance and the purchase requires a consideration that is not in a de minimis amount...*
>
> *"...whoever being engaged in the business of betting or wagering knowingly uses a communication facility for the transmission or receipt in interstate or foreign commerce of bets or wagers... shall be fined under this title or imprisoned...*
>
> *"...nothing in this section shall be construed to prohibit the transmission or receipt in interstate or foreign commerce of...information assisting in the placing of bets or wagers, or parimutuel bets or wagers conducted by an interactive computer service, if such betting or wagering...is legal in the state or foreign country in which the transmission originates; and...is legal in each state and each foreign country in which the sender intends the transmission to be received for the purposes of betting or wagering..."* ▲

Tom Fricke is a St. Louis-based attorney who specializes in legal issues relating to the amusement game business. He serves as chairman of the IAFEC government relations committee. He can be reached at (314)361-6672.

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TIPS

Don't lose your wealth to the IRS

It's hard to believe but it's true... most successful business owners spend a lifetime accumulating wealth. But the instant they die (or their surviving spouse dies if married), they lose half their wealth—by law—to the IRS. Incredible!

Do you always have to be a heartbeat away from enriching the IRS? No, you can use the same law to get all of your wealth intact—all taxes paid, if any—to your family.

Maybe a better question is "How can there be such a big difference?" In one case the IRS gets half. In another case the family keeps all the wealth.

Based on my experience, here's the reason the IRS wins so often. If you recently went to an estate planner—typically a CPA, lawyer, insurance consultant, or financial planner, you'll relate to the reason. Armed with a computer program, the planner estimates what your wealth might be when you to go your reward. The program is driven by your estimated life expectancy, inflation, estimated after-tax earnings and what you might spend. Good stuff? For example, a popular computer program, using the typical assumption for a husband and wife (both 60 years old), predicts that a present $4 million in assets will grow to $17 million in 28 years (the life expectancy of the last to die of the two 60-year olds). The program estimates the estate tax liability at $8.3 million.

Then the program suggests various tax strategies to reduce (but not eliminate) that $8.3 million whopper of an estate tax liability. At best, the IRS will still get a big payday at the expense of your family.

We don't use computer programs like these. Instead, we focus on your wealth and how to get all of it—every dime of it—to your family. All taxes, if any, will be paid in full.

Following is an overview of the five-step approach we use to keep your wealth in the family.

1. Freeze estate. We freeze the value of your assets for estate tax purposes (some of the wealth-preserving tax strategies we use are shown in the parentheses that follow). You will continue to control the assets for as long as you live.

2. Reduce the value of specific assets for tax purposes. (a) QPRT (qualified personal residence trust) for your residence; (b) a GRAT (grantor retainer annuity trust) for your business; (c) a FLIP (family limited partnership) for other assets—typically real estate, publicly held stock, bonds, and other investments; and (d) proper valuation of your family business (taking discounts allowed by the tax law).

3. Get into a tax-free environment. There are two basic tax-free environments: (a) life insurance (earnings on the cash surrender value of life insurance is tax-free) and (b) charity (a charitable lead trust or a charitable remainder trust). The idea is to get into one or both of these environments as quickly as possible. Then, you can ride the tax-free gravy train for as long as you live. And often, your family can continue the ride even after you pass on.

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ernment's money. For example, burn a $100 bill. It's gone. Out of your estate. If you are in a 55 percent estate tax bracket, you burned $55 of the IRS' money and $45 of your money. The idea is to buy life insurance (with the IRS paying 55 percent of the premium) and keeping the policy proceeds out of your estate (the policy should be owned by an irrevocable life insurance trust). If you have money in a qualified plan—401(k), rollover IRA, pension, or profit sharing plan—use a strategy (subtrust) where the IRS pays about 75 percent of the premium.

5. Take the final test. Ask this question: Will my family wind up with ALL my wealth? (If you are worth $2 million, $20 million, or whatever, your family winds up with the entire $2 million, $20 million, whatever; all tax—if any—paid in full.) If the answer is not an unequivocal "yes," you know you better get a second opinion.

Take this article to your estate planner and ask the question in Step 5 above.

Stock bonuses...a great way to transfer stock to your children-employees

Do one or more of your children work for your family corporation? Then keep reading. Let's say your son, Jim, works for and, as a practical matter, runs your corporation, Success Co. The family business, an S corporation, is worth about $2 million and you own all the stock. You would like to give Jim five percent of the corporation, a $100,000 gift. Such a large gift has tax consequences. Is there a better way?

A stock bonus can do some neat tax tricks for most business owners with this kind of problem. Suppose Success Co. gives Jim a $100,000 bonus – not in cash, but in stock of the company. The tax consequences are near perfection. Jim must pay income tax on the $100,000. No doubt you can make a gift to Jim of the cash needed to pay this tax. Where will you get the money? Well, the $100,000 stock bonus is deductible by Success Co. That will reduce the corporation's profits and your tax burden. Simply put, Jim pays tax on the $100,000 while you get a deduction (through the S corporation).

Can anything go wrong with this tax plan to get stock and money out of your business? Yes – two things. First, the IRS may attack by saying Jim's compensation is unreasonable. Paying out the stock bonus over a period of two or more years easily solves this problem.

Second, the IRS may attack the valuation of the shares. Having a competent business appraiser value the shares issued as a bonus is the easiest way to avoid any conflict with the IRS. And remember, the value of the shares is entitled to two significant discounts: a discount for general lack of marketability and a discount for a minority interest. Combined, these discounts are in the 35 percent to 45 percent range.

One more point. This technique works just as well with a regular taxpaying C corporation, as it does with an S corporation.

Cellular phones can be a tax trap

Cellular phones seem to be like mushrooms. They are popping up everywhere. If you're sporting one in your car or elsewhere, think of it as an auto or computer. Why? Well, in terms of the tax law, those little telephones are subject to the same special depreciation and record keeping rules. Ready! Here are the rules.

Cellular telephones are not eligible for accelerated depreciation unless they are used more than 50 percent of the time in a qualified business use. But you can use straight-line depreciation (five-year life) if you miss the 50 percent target.

No deduction is allowed, even if the phone is used for business, unless the business use is substantiated. No personal use, which would mean 100 percent business use, won't work either. Substantiation will make or break your deduction.

When an employee uses a company phone for business, the employee must pay tax on the value of the use unless the business purpose is substantiated. Careful: This one is a double-edged sword. Suppose you don't provide your employer with the necessary proof (substantiation)? First, the employer gets no deduction for even the legitimate business use; and second, you get socked with a tax on the value of the entire phone use.

If you are willing to do it, this will get you home free: Keep a diary of all the business use of your cellular telephone. Mark down the date, time, and business purpose of each call. ▲

For more information on these topics, the following publications are available for $19 to $27 each.

- *"The Complete Guide to Building Your Automobile Deductions"*
- *"The Complete Guide to Building Your Entertainment Deductions"*
- *"The Compete Guide to Building Your Travel Deductions"*
- *"A Tax Superstar...S corporation"*
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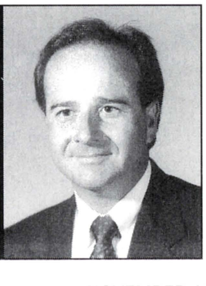
Irving Blackman and Brian Whitlock are CPAs with Blackman, Kallick, Bartelstein LLP in Chicago. Also lawyers, they specialize in business succession and wealth transfer. Both are sought-after speakers. Want to consult? Need a second opinion? Contact them at (312)207-1040; fax (312)207-1066. Their special reports are available at a nominal fee.


BRIAN WHITLOCK

TICKET
TECH

VIC FORTENBACH

Games, Tickets, and your Staff

"Keeping a staff presence around games is one of the most important customer services you and your staff can provide."

General upkeep of your redemption games is not as easy as it sounds. Sure, you may think that all you have to do is to fill the redemption games with tickets and plug them in, right? Wrong.

Proper training for the staff that tends to the games and assists your customers after you have left for the day is mandatory. It goes much farther than just filling games. Some of the concerns are ticket jams and how to un-jam the tickets properly without breaking the dispenser, general housekeeping and what to do with the strings or bands that held the ticket stacks together, proper placement of the ticket stack inside the game, and of course, customer service.

Ticket jams are not a large problem in a game center, but when it does happen the staff member working needs to be aware of it and un-jam the tickets quickly and easily.

Since a majority of the redemption games use the Deltronic Labs ticket dispenser, un-jamming tickets is fairly easily. To make the staff's job easier, you should (if you have not already) update all of your Deltronic Labs ticket dispensers with a metal upper guide track. Deltronic labs has been shipping this upper metal guide track in their dispensers for over seven years, but if your redemption games are older, you may wish to consider this update.

The new metal upper guide track replaces the black plastic non-removable guide. The new metal guide snaps easily in and out of the ticket dispenser. To un-jam tickets, all your staff has to do is place a thumb in front of the motor pivot bracket (the metal bracket with the Deltronic Labs logo sticker on it), place an index finger in the spacer block (this is the metal block with the flat black tension spring attached to it), and squeeze. This reduces roller tension on the tickets and makes the jammed tickets removable just by pulling the tickets back out of the dispenser.

If you're careful, the tickets will come out all in one piece. However, if the tickets are still jammed inside the dispenser, you will have to proceed to a final step. Sometimes when you squeeze and back out the tickets, some of the jammed tickets tear and remain in-between the ticket dispenser rollers and the front ticket door. The easiest way to remove these tickets is to push the ticket advance button on the side of the ticket dispenser.

Since the metal ticket guide is still removed, the jammed tickets will push up and out through the opening between the ticket dispenser and the ticket door when you push the ticket advance push-button. Sometimes only one or two tickets are jammed. If the quantity of the jammed tickets is few, they may not push up through the opening. In this case you will need to do some digging, nothing major, but you will need to dig to remove the tickets. You can use a small screwdriver (somehow I never have one when I need it), or you can use the skinny end of the upper metal ticket guide. Just "grab" the crinkled tickets with the metal ticket guide and remove them.

Slide the metal ticket guide back into place in the ticket dispenser. Remove any crinkled tickets from the ticket stack, feed the tickets back into the dispenser, and, viola! you're done.

Advise all your staff that will be tending to the redemption games that the above is how to remove jammed tickets. Staff members are NOT to insert a hacksaw blade or a screwdriver into the ticket out slot on the front of the game.

After a few months, the insides of a game can get pretty dirty. I'm not talking about loose tokens or some dust or dirt. What I'm referring to is pieces of crinkled tickets left from prior jams and those ticket strings or bands used to hold the ticket stacks together. The best way to keep things clean is to actually put a mini trash can/container inside each redemption game for the ticket strings and un-jammed tickets. Then each month go around to each game and empty the container. The mini trash container is not just for tickets and ticket strings, but any game trash. Burned out light bulbs for example.

The tickets we use have our logo on one side and some text on the backside. Reminding the customer that they are playing one of our games is a very important strategy. What better way to remind the customer (somewhat subconsciously) than to have the game center logo facing up and visible to the game players when they win some tickets. The ticket stack of 2000 can be "installed" into the game one of two ways. The best way, as I mentioned above, is so your logo is displayed when the tickets are won.

Customer service has to be the most important service in any game center. When there is a ticket jam, the worse thing your staff can do is to unjam the ticket dispenser in front of the customer, making him wait for the task to be completed. One good way to handle that situation is to offer the customer a replacement token right away and tell him that this un-jamming task might take awhile. Unfortunately, the customer may want the tickets owed to him or her. The best way to handle that is to ask the customer how many tickets were owed and tear them off the ticket stack. Most of the time the customer will tell you the truth. Some games will display the tickets owed or vend the "lost" tickets after the game was un-jammed and put back into service. I wish all games did that. Keep everyone happy and not waiting.

One last strategy I use: make sure the game center staff walks the floor, not hang out in the tech room waiting for a call on a game problem. Walking around all the games and all over the floor, keeping a staff presence around the games, is one of the most important customer services you and your staff can provide.

If you have any questions I can be reached at (760) 322-4000 or by e-mail at Vic@Vicco.com. ▲

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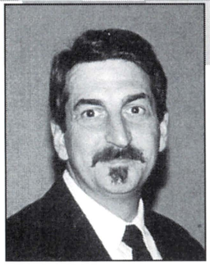


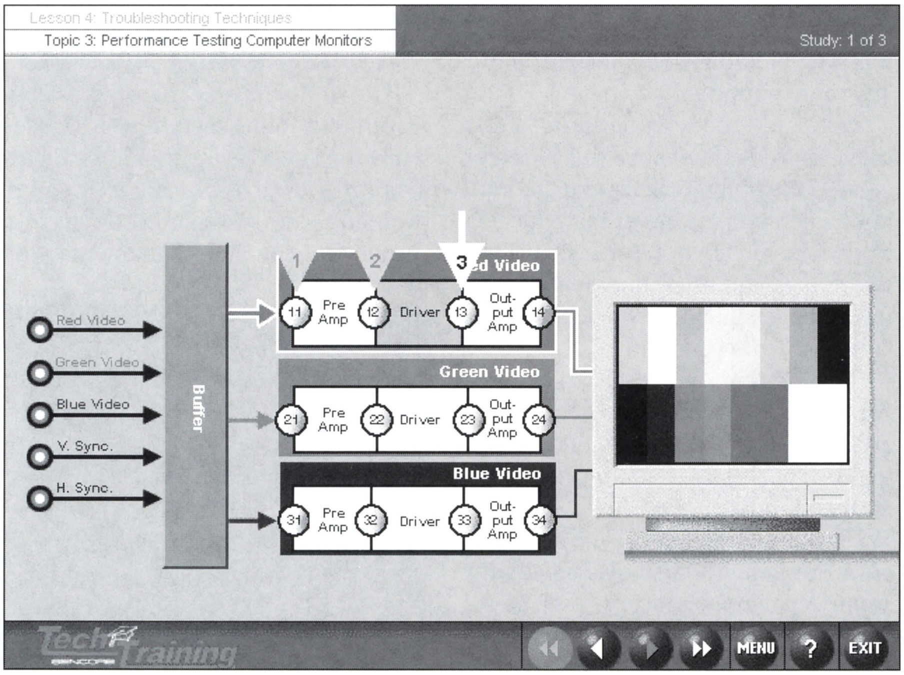
A Look at Sencore's Computer Monitor Servicing Course

A Play Meter Monthly Exclusive

I've been working on a project. It's not exactly top secret, but I haven't really been discussing it either. The Project is, essentially, Randy Fromm's Arcade School on CD-ROM (or, maybe, DVD depending on when the project is finished). Unlike the videotape training program, the miracle of the computer allows you quickly to locate and view any portion of the program you need to watch. Illustrated schematic diagrams and interactive flowcharts will help guide you through tricky repairs. It will also be "Web-active" for continuous updates via the Technical Department at the Web site (randyfromm.com).

So . . . I'm starting to feel pretty smug about myself as The Project is coming right along, one segment at a time, roughly following the course outline of my five-day Arcade School. I was getting ready to start the section on monitors when the new Sencore catalog hit my doorstep. Thumbing through it, I found a new item that really caught my eye. It wasn't a new piece of test equipment. Rather, it was the latest offering from Sencore's Tech Training Division, The TC100CD Advanced Hands-On Computer Monitor Servicing Course. This two-disc CD-ROM set promised to teach "monitor troubleshooting using practical troubleshooting knowledge you can immediately use in your business."

The catalog copy goes on to claim that "the TC100CD brings new technicians up to speed on monitor repair quicker, increasing their efficiency to the level of an experienced technician. Complete with section checks and tests to track the learning progress of your technicians, this interactive computer based training makes learning interesting and fun."



Lesson 4: Troubleshooting Techniques

Topic 3: Performance Testing Computer Monitors

Study: 1 of 3

Talk about being beaten to the punch. If this thing lived up to its claims, it would be just what the doctor ordered for learning how to repair monitors in just about any application. This would be especially true for coin-op, as the program really concentrates on the repair of RGB monitors which is, of course, what we use in our industry. I gave them a call at 1-800-SENCORE and asked them to send me a sample for review.

Installation under Windows 95 is a snap. Naturally, you'll need a multimedia computer to use the program. I tried the installation on three different machines (including Quantum 3D's new Quicksilver Arcade PC that will be featured in next month's column here in *Play Meter*) and had no problems other than a bit of weirdness on my laptop which had to be set to 640X480 mode in order to display the videos properly.

Videos? What videos? Well, there are lots of them in the program, 690 megabytes of video to be exact. That translates to around 70 minutes of full-motion video available in dozens of clips that can be called up in a couple of different ways. One is as part of the Tech Training program itself, where each video segment is presented in sequence. The other is as a component of the Tech Tips section, which allows you to select a video for review from an indexed table of contents. This is handy when you are working on a monitor and need to brush up on how one particular section functions.

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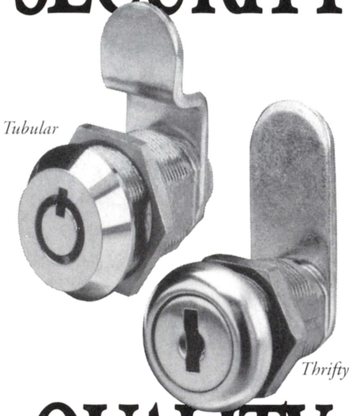
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Step by step

'Nuff said, I started up the Tech Training program. Following a little welcome video, you have your choice of topics. Naturally, it's best to proceed in order, which is:

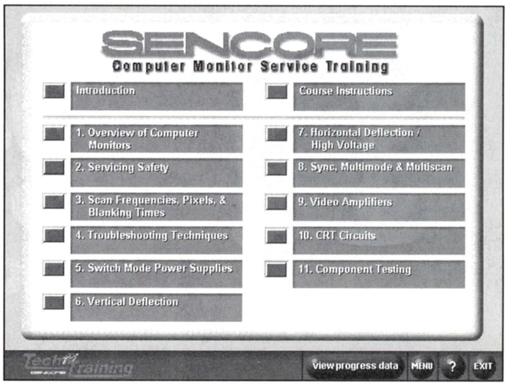
1. Overview of computer monitor
2. Servicing safety
3. Scan frequencies, pixels, and blanking times
4. Troubleshooting techniques
5. Switched mode power supplies
6. Vertical deflection
7. Horizontal deflection/high voltage
8. Sync, multimode, and multiscan
9. Video amplifiers
10. CRT circuits
11. Component testing

The overview describes the signals required for different types of displays, including television, analog monitors and RGB monitors. Animated drawings are used extensively throughout the program to illustrate key concepts in a way that just can't be accomplished through print media. For example, the functional blocks that make up a monitor are moved around and highlighted in such a way that comprehension is immediate and painless.

The overview is followed by a discussion of the different types of sync used in monitors. The different types of connectors used in computer monitors are also discussed. As our industry shifts toward arcade PC-based games, this type of knowledge becomes more and more important.

Following the completion of each topic, there is an exam. This is really great as the program gives you an "attaboy" when you're correct but educates you when you are not. An incorrect answer takes you aside and gently reinforces the lesson by showing you where you went wrong. I love that!

The section on safety is very important, as it discusses the need to use an isolation transformer when servicing the "hot-chassis" monitors we use in our industry and fully explains WHY it is so important. The set-up of your test bench is also discussed with some very important tips, such as always using an isolation transformer for the monitor but NEVER using an isolation transformer for the test equipment. Half-wave, full-wave, and switched-mode power supplies are all discussed. CRT safety is also presented during this lesson.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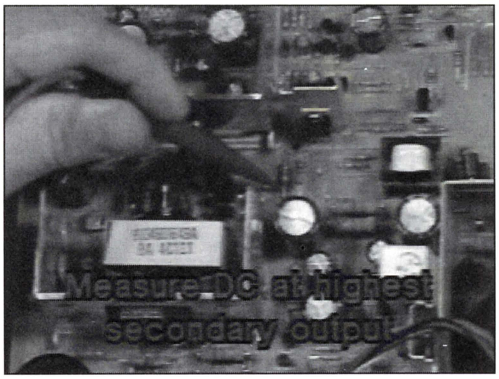
Computer Monitor Service Training
Introduction
Course Instructions
1. Overview of Computer Monitors
2. Servicing Safety
3. Scan Frequencies, Pixels, & Blanking Times
4. Troubleshooting Techniques
5. Switch Mode Power Supplies
6. Vertical Deflection
7. Horizontal Deflection / High Voltage
8. Sync, Multimode & Multiscan
9. Video Amplifiers
10. CRT Circuits
11. Component Testing
Tech Training
View progress data
MENU
?
EXIT

The next segment covers scan frequencies, pixels, and blanking times. You see, a monitor is all about timing. It is important to know what's happening in a monitor, when it happens, and how long it takes. Topics such as sync time, front porch, active video, and back porch are presented in detail along with really excellent graphics that make it easy to understand. It was during this lesson that I was struck by the notion that this training program is like reading a really in-depth magazine article on monitor servicing but much easier to understand. It was not a chore to study the material presented but rather an enjoyable, relaxing experience.

Troubleshooting and more

The following segment is called "Troubleshooting techniques." This is really the key to fixing monitors. By using proper troubleshooting techniques, problems can be isolated down to a certain functional block in the monitor.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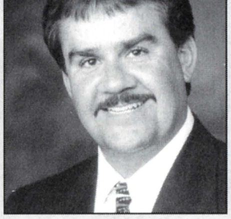

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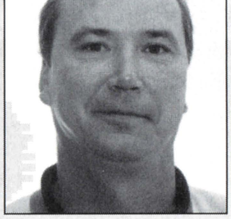

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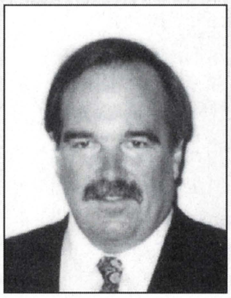

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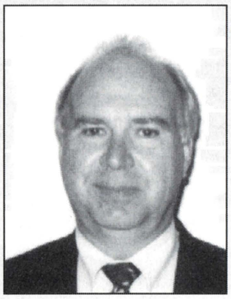

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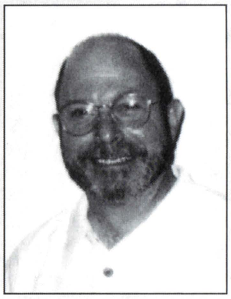

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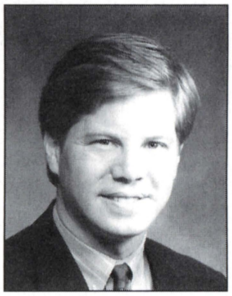

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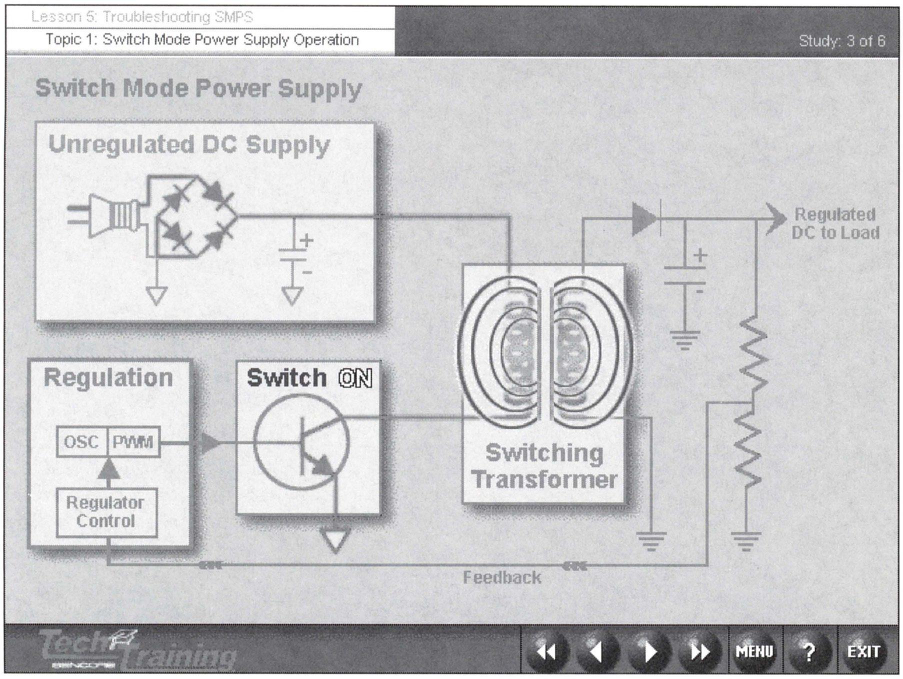

Following this isolation, the bad component can be located and replaced.

This lesson presents the concept of the functional block diagram that is common to all monitors. It teaches how to identify certain "landmarks" in a monitor, breaking it down into five different sections. They are:

- Power supply
- Input buffer
- Video amplifiers
- Vertical sweep
- Horizontal sweep

The program uses some really excellent video clips to illustrate the different functions of each of the five functional blocks. There are also video clips that illustrate common monitor failures and where to look for the cause. This is something that I often cannot show you here in the pages of *Play Meter.* How can I show a rolling screen on the pages of a magazine?

This is just slightly different from the way I look at a monitor. Arcade School students learn about the seven sections of a monitor. I break them down into:

- Power supply
- Video amplifiers
- Blanking
- Sync
- Vertical deflection (sweep)
- Horizontal deflection (sweep)
- High voltage (eht)

It is here too that Sencore takes a radical departure from the troubleshooting technique I teach in my Arcade School. While Arcade School students learn to isolate the problem down to a certain section of the monitor and then use their meter to test all the possible bad parts, the technique presented here is one of "signal substitution."

Using sophisticated test equipment, known good signals are injected into the various stages of the monitor. The lesson shows where and how to make the substitution and how to interpret the results. This technique is really the fastest and most "correct" way to troubleshoot. It does, however, require a much more detailed knowledge of electronics and, of course, the test equipment itself (and this stuff ain't cheap).

The lesson on switched mode power supplies is really excellent. *Play Meter* readers know that this is a subject that has been presented a few times in the past couple of years. SMPS failures are common and have become increasingly so as the "new" monitors begin to age in the field. This lesson cov-

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Techdisc: Sencore's TC100CD Advanced Hands-On Computer Monitor Servicing Course.

ers SMPS circuits, SMPS operation, and troubleshooting using detailed drawings and animated graphics. The lesson also uses video to help you learn how to identify the components in the SMPS. For the inexperienced tech, component identification is an important skill to develop. The program also reminds you to use high-speed diodes and low ESR capacitors as replacement components.

As good as the program is, there are a few errors. Most are silly little things that are easily ignored, sort of analogous to a simple typographical error. Others need correcting. One such error appears during the discussion of how pulse-width modulation (PWM) works in the SMPS. As *Play Meter* readers know, 50 percent duty cycle produces maximum output in a switched mode power supply. The program's graphic representation shows a pulse width of about 50 percent duty cycle being increased to 70 percent or so with the narration that "increasing the pulse-width raises the voltage of the output." The narration is correct, to a point. The graphic is not. I happen to know this because I had made the exact same error in an article I wrote on the subject of PWM way back in the early '80s, before I really knew exactly what I was talking about. Oops!

Deflection

Vertical deflection is the next topic. The animated graphics really shine here, as they show exactly how the sawtooth waveform generated by the vertical deflection circuit creates the motion of the electron beam as it travels across the screen from top to bottom. Once again, the program shows examples of common problems with the vertical deflection such as loss of vertical sync, loss of vertical sweep, bad height, and vertical linearity. Troubleshooting techniques are presented as well.

Horizontal deflection is covered next and in great detail, as this is a common place to have failures. I learned something really interesting here. You know how the retrace tuning capacitor is always in parallel with the

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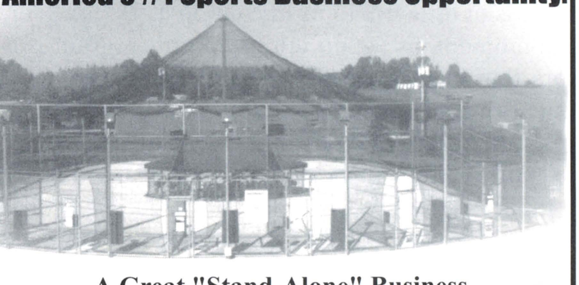
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horizontal output transistor? In some monitors, this so-called "safety cap" is actually several capacitors in parallel. Why is this? I had always assumed that it was to obtain a specific value that was otherwise difficult or impossible to obtain as an off-the-shelf component. It turns out that it's done so that if one of the capacitors fails such that it has a lower capacitance than normal, the overall change in circuit timing will not be so gross as to cause an overload and failure of the horizontal output transistor. It's a preventative circuit design. Neat, huh?

As usual, the program presents troubleshooting techniques as well. There is also a detailed procedure for adjusting a monitor's X-ray protection circuit.

Sync is covered next. The difference between separate and composite sync is presented along with a discussion of the voltage levels you can expect to see. Multimode and multisync monitors are also discussed. However, this topic is of little use to us in coin-op at the moment, as we do not use monitors that are required to switch frequencies automatically. The only dual-resolution monitors we commonly use in games are manually switched with a jumper plug. Wells-Gardner's U5000 is a good example of this type of monitor where moving a plug from one connector to another switches the monitor from a horizontal scanning frequency of 15.750 kHz to 25 kHz.

Video amplifiers are presented in the following lesson. The structure and operation of the video amplifier circuits is presented, from the input connector to the CRT. Troubleshooting is also presented, based around the use of Sencore's CM2125 monitor analyzer.

There is a really good presentation on how to adjust the brightness, contrast, screen, drive, and cut-off controls on the monitor. In fact, I learned that my technique (center everything and fiddle 'till it looks good) is almost completely wrong! Oh well.

The CRT circuit presentation is really cool, showing with animation how the electron gun in the CRT works and the why and how of possible CRT failures. The only place that this presentation falls short is that while it broadly discusses the voltages present on a CRT, it doesn't actually show you where to make the measurements. However, in their defense, this program is called "advanced" so I guess they assume that you already know where and how to make the measurements.

Finally, it all comes down to component testing. In this case, Sencore assumes that you know all about how to test diodes, transistors, and resistors. This lesson concentrates on using Sencore gear to test capacitors and inductors (coils).

"The program gives you an "atta-boy" when you're correct but educates you when you are not."

All things considered, this is an excellent training program that's well conceived and well presented. It's also a heck of a lot of fun and a valuable reference tool as well. I can see this program being used not only as a self-teaching tool but as part of a group-training program as well.

By plugging the computer output into an LCD projector, a large group can learn at the same time with the instructor pushing the computer buttons and taking time to expand the concepts presented in the program. Since the program is already broken down into 11 individual sections, each could be presented as its own training session, breaking the training up into weekly sessions that would last three months.

For further information, contact: Sencore, 3200 Sencore Drive, Sioux Falls, SD 57107, (605) 339-0100 or (800) 736-2673; (www.sencore.com).

As usual, if you have any questions or comments, please do not hesitate to contact me. Also, I have a couple of Arcade Schools planned for the near future. Orlando, Fla. Is December 7-11. That one's at Birmingham Vending. The other is January 11-15 at Schaffer Distributing in Columbus, Ohio. ▲

If you're interested in sponsoring an Arcade School in your area, contact your local distributor or me at: Randy Fromm's Arcade School, 1944 Falmouth Dr., El Cajon, CA 92020-2827, (619) 593-6131; fax (619) 593-6132; e-mail (randy@randyfromm.com); and Web site (http://randyfromm.com)

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Tornado sweeps Texas with
1998 World Foosball Championships

Melanee Tosh (Okla.) and Kathy Richey (Okla.) defeated Cindy Head (Ala.) and Tine Rhoton (Colo.) in the women's doubles final match.

Terry Moore (Ill.) took first place over Frederico Collignon (Belgium) in open singles.

The buzz of activity at the fossball world championships.

The 1998 USTSA World Foosball Championships, hosted by Valley Recreation Products and played on 200 Tornado foosball tables, was completed over Labor Day weekend in Fort Worth, Texas. A stampede of foosball fanatics representing 48 states and 11 countries, attended the six-day event at the Fort Worth Convention Center where they battled it out for top honors and prestigious world titles.

Player skill levels ranged from rookie to pro, but all players, no matter their ability, had the time of their lives starting with Wednesday night's player party. Tournament matches also started Wednesday evening and continued through Monday. Intense competition was the name of the game.

Specialty events were held throughout the weekend such as the third-year-running International Cup competition. Top teams compete for this prestigious title. Players from Canada, Germany, Belgium, Mexico, Ireland, England, Singapore, France, Argentina, Malaysia, and the United States brawled for these top honors. This year's International Cup champions were Robert Mares and Scottie Wydman, both from Colorado.

First-time European world champion winner Frederico Collignon of Belgium won open doubles with Todd Loffredo (Ohio) and placed second in open singles to the number one player in the world, Terry Moore (Ill.). This was Frederico's third visit to the World Championships, but he will be sure to come back next year.

The remainder of the 1998 tournament season finishes with regional activities including: Marv's Foosball Weekend in Iowa, Halloween Open in Wisconsin, New Years Open in Oklahoma, and State Championships in New York, Alabama, Florida, Minnesota, and North Carolina.

The 1999 USTSA Tornado Foosball Tour will open with the Hall of Fame Classic/Third Annual VIFA International Championships scheduled for March 10-14 in Las Vegas. For additional tournament or league information, contact Gregg Elliott at (800) 544-1346.

Player's Choice Awards: Male Goalie of the Year - Bob Diaz (Fla.); Female Goalie of the Year - Melanee Tosh (Okla.); Male Forward of the Year - Terry Moore (Ill.); Female Forward of the Year - Cindy Head (Ala.); Male Sportsman of the Year - Tracy McMillin (Texas); Female Sportswoman of the Year - Caryn Matassa (N.Y.); Most Improved Player of the Year - Frederico Collignon (Belgium); Most Outstanding Official of the Year - Arthur Mitchell (Texas); Tour Player of the Year - Terry Moore (Ill.)

Winners in the major categories were: **Open Doubles:** Todd Loffredo (Ohio), Frederico Collignon (Belgium); **Open Singles:** Terry Moore (Ill.); **Open Mixed:** Don Swan (Ohio) Tina Rhoton (Colo.); **Pro-Master Draw:** Tom Yore (Fla.), John Bombardier (Minn.); **Women's Doubles:** Melanee Tosh (Okla.), Kathy Richey (Okla.); **Women's Singles:** Maggie Dix (Ill.); **Semi-Pro Doubles:** Daniel Lee (Calif.), Trevor Park (Cal.); **Semi-Pro Singles:** Chris Reyes (Texas); **Semi-Pro Mixed:** Dusty Bambenek (Ohio), Greg Pullian (Ohio); **Rookie Doubles:** George Kamaly (Germany), Florian Lienkamp (Germany); **Rookie Singles:** Richard Worley (N.C.); **Rookie Women's Doubles:** Carol Summer (Colo.), Dawn Duquett (Colo.); **Rookie Women's Singles:** Carol Summer (Colo.); **Rookie Mixed:** Brandon Moreland (Texas), Betty Dawson (Texas); **International Cup:** Robert Mares (Colo.), Scottie Wydman (Colo.); **3500 Limited:** Dan Lee (Calif.), Dan Sloan (Wash.); **35 & Over:** Dieter Thiele (Germany), Thor Donovan (Calif.); **17 & Under:** Kevin Walker (Ga.), Brandon Moreland (Texas); **35 & 17 Doubles:** Skip Clark (Texas), Brandon Moreland (Texas); **Goalie War:** Eddie Lueras (Texas); **2 Ball Rollerball:** Chuck Pistole (Okla.), Tommy Adkisson (Okla.); **4 on 4:** Rich Wright (Texas), Charles Britt (Texas), Thor Donovan (Calif.), Scott Steward (Calif.). ▲

INTERNATIONAL SCENE

IWERKS TURBORIDE! ATTRACTIONS HEAD FOR SCOTLAND, AUSTRIA, AND ITALY

Iwerks has signed a contract with Scottish and Newcastle for a 48-seat TurboRide! Theater to be installed in Fountain Park, an urban entertainment center in Edinburgh, Scotland. The TurboRide! Theater sits on a motion simulator base, creating multisensory experiences for audiences as they view the movie from their moving hydraulic seats. The TurboRide! Theater is scheduled to be installed in fall 1999.

Iwerks has also signed a contract with PlayCastle, Austria's largest FEC, to install its TurboRide! Theater. The 16-seat TurboRide! Theater will be the featured attraction at the FEC, which is part of a premier ski resort in the Tirolian Alps in Seefield, Austria. Play Castle and the Iwerks TurboRide! Theater are scheduled to open in March 1999.

And finally, Iwerks has signed a contract with M.V. s.r.l., an Italian-based service marketing company, for a TurboRide! Theater to be installed in an upscale tourist and education center, Liberia Signorelli, near Trevi Fountain, in Rome. The 18-seat theater was scheduled to open in October 1998. For more information, check the Web site (www.iwerks.com).

CHANGES AT DEITH LEISURE

Bob Deith, currently joint chairman of Sega Amusements Europe Ltd. and Managing director of Deith Leisure, has been appointed chairman of Sega's coin-op business in Europe.

Colin Mallery, previously sales director of Deith Leisure, has been appointed managing director. Colin joined Deith from Associated Leisure 22 years ago as export manager, eventually becoming sales director. Colin is now in his 44th year in the industry, a career that has encompassed engineering, operating, and running theaters, zoos, and amusement parks, although his primary focus has always been sales.

Matthew Deith, previously sales manager, has been appointed sales director. Matthew joined Deith in 1991, having previously worked in the stock exchange for City Corps., Scringeour Vickers, and Smith Newcourt as a market maker. Matthew grew up in the industry and already had many friends within it.

Jack Temple has been appointed commercial director of Deith. Temple came to Deith during the purchase of MHG Sales (a fruit machine interest). He previously sold his own sales and operating company to Kunick after 15 years of independent trading within the industry.

"The changes within the Deith Leisure organization and the amalgamation of the video and fruit machine sales force will streamline their sales effort and provide a more comprehensive service for our customers," said Bob Deith.

NAMOA PRESIDENT RESIGNS

Frank Sebastyan, president and chairman of NAMOA Limited of Australia, has resigned after four years of service. "The time and effort required to diligently manage the affairs of the association has become more than I can afford to contribute," Sebastyan said. He also indicated that his resignation was timely because it was only eight weeks from the annual general meeting. This, he said, would more easily facilitate finding a replacement. For more information, call 0011 61 8 8212 6968.

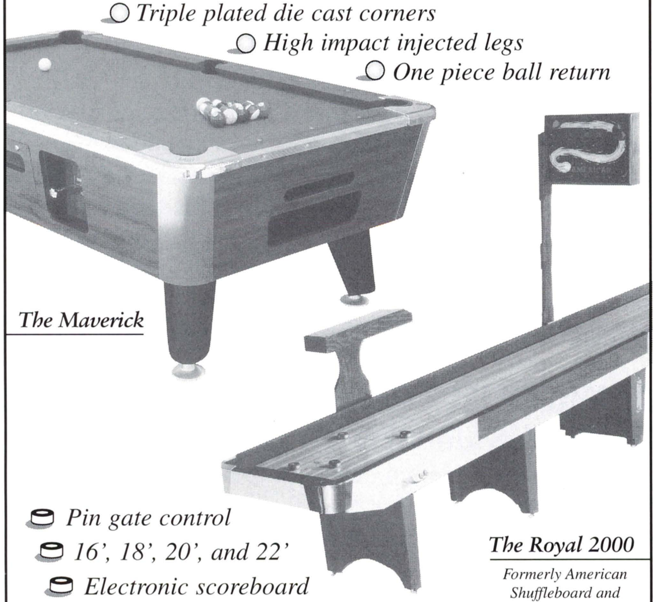
ADVANCED TECHNOLOGIES PUTS A NEW FACE ON CHINA'S AMUSEMENT PARKS

The second presentation of Amusement Park China '98 was staged Sept. 23-25 at Shanghai Mart in Shanghai, PRC. This exhibition of amusement park facilities and equipment is organized by the China Association of Amusement Parks and Attractions (CAAPA) and the trade fair organizer, Reed Exhibition Companies, as well as co-produced by Shanghai International and Exhibition Centre Co. Ltd.

Amusement Park China '98 was first introduced to China last year in Beijing and had 100 exhibiting companies from 14 countries and regions. It attracted nearly 10,000 local professionals and delegates in the industry, creating an environment for cross-border business trade.

Held in conjunction with the exhibition was the annual CAAPA Conference, attended by over 400 members. CAAPA invited delegates and representatives from different countries to speak at the conference on various issues of the amusement park industry. During the three-day exhibition, products and equipment were displayed, including rides of various sizes, shooting galleries, virtual reality games and video, water-related equipment, film production equipment, robotics and high-tech equipment, and other recreational facility products.

As a member of IAAPA since 1991, CAAPA has close communication and cooperation with organizations in the amusement park industry worldwide. For more information, contact CAAPA, (86 10) 6529 5588 3110.



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CHINA AMUSEMENT EXPO '99 SET FOR JULY

The China Amusement Expo '99, the second international amusement facilities and equipment exhibition for China, will be held July 23-26, 1999, at the China International Exhibition Centre in Beijing. The organizer of the event is Business and Industrial Trade Fairs Ltd., while co-organizers include the Chinese Bowling Association, China Billiard and Snooker Association, and the China International Advertising Corp. Sponsors include Multi-ball Games Administrative Centre of the State Sport General Administration of China and the China Tourist Hotels Association.

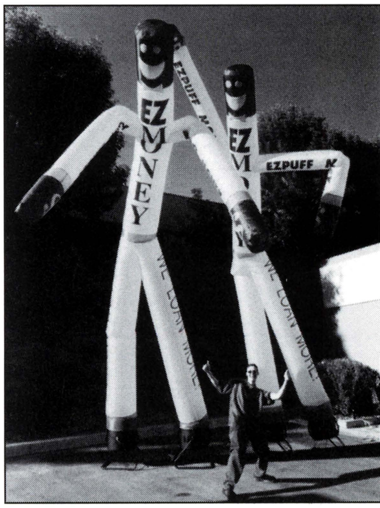
The range of exhibits will include: adventure play, battery cars, motors, bumper cars and boats, coasters, circus rides, fishing tools, golf, inflatables, leisure boating, playground equipment, rides, shooting galleries, skating equipment, water parks, ball game tables, billiards, bowling, computer games, fitness equipment, grab machines, jukeboxes, novelty games, pushers, saunas, spas, steam rooms, simulators, sports facilities, video cameras, and virtual reality attractions.

In 1998, the China Amusement Expo made its debut with over 200 international and local exhibitors and over 20,000 trade visitors. For more information, contact Rebecca Chan, 852-28652633; fax, 852-2866 2076.

SKYDANCER INFLATABLES SHOWCASED

TubeWORKS Inc. showcased its SkyDancer moving inflatables at Leisure Industry Week in Birmingham, U.K. in October. SkyDancer inflatables come in sizes up to 30 feet tall and can be used for a variety of different signage purposes. Their bright colors and movement add to their attractiveness.

"These inflatables are a major step ahead of existing cold-air inflatable technology because of their ability to dance and move," said Drake Diamond, chief executive officer for TubeWORKS. "To see objects that large moving is quite a spectacle, bringing smiles to all. Since their inception, SkyDancer inflatables have been enjoyed by users such as Disney World, Six Flags, Sea World, and amusement facilities around the world."



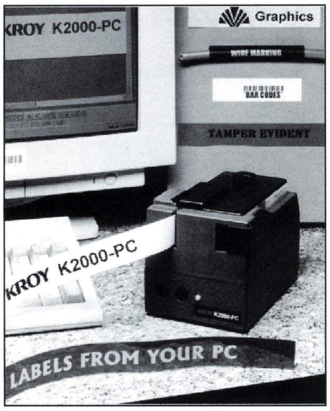
TubeWORKS SkyDancer inflatables dwarf onlookers.

Along with the SkyDancer inflatables, TubeWORKS will be showing the new Hooplah! Fun Display. Hooplah! is an adapter, which snaps onto the same air system, which powers all SkyDancer inflatables. The device splits air into six directions, allowing six different colored Hooplah Tubes to be attached. ▲

TRADE ACCESSORIES

Label/bar-code printer

Kroy Inc. is now offering the K2000-PC label and bar code printer. Merging labeling technology with personal computing, the compact K2000-PC connects to a personal computer and prints graphics, logos, bar codes, and data records onto a wide range of labels.



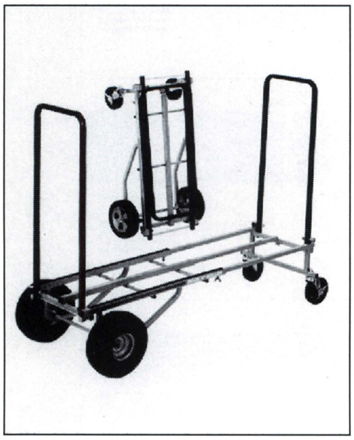
The user can choose from economical direct-thermal labels, heavy-duty industrial labels that are heat- and chemical-resistant, a tamper-evident supply which alerts the user if the label has been tampered with, shrink tubing to mark wires or cables, and general purpose or die-cut labels in a variety of sizes. Dropping in a new cartridge easily changes supplies.

The K2000-PC printer comes with software to help create, edit, and save a variety of labels. Compatibility with most Windows software allows the user the timesaving option of updating and printing labels from data already keyed into programs like Microsoft Word or Excel.

Requirements to run the K2000-PC are a personal computer with windows 3.1, 95, or NT 4.0 and one free COM port. Print resolution is 203 dpi. The software being used determines the maximum character height and printable lines. For more information, contact Kroy, (800) 733-5769; Web site (www.kroy.com).

Rock N' Roller/Multi-Carts

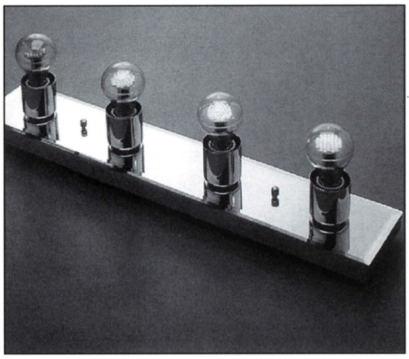
TAM srl now manufactures and distributes Rock N' Roller/Multi-Carts, the first material movers to truly combine the portability of a luggage cart with the big-load capacity of an industrial four-wheel dolly. Rock N' Roller/Multi-Carts replace the need for five or more specialized carts and are available in four models.



The RR-10 and RR-8 are capable of transporting up to 500 pounds of equipment. The RR-800 is capable of transporting up to 350 pounds, and the RR-4 Micro, the smallest and lightest Rock N' Roller/Multi-Cart, is capable of transporting 350 pounds of equipment. For more information, contact Rock N' Roller/Multi-Carts c/o Music Industries Corp., (516) 352-4110; fax (516) 352-0754; Web site (www.musicindustries.com).

LED light bulbs

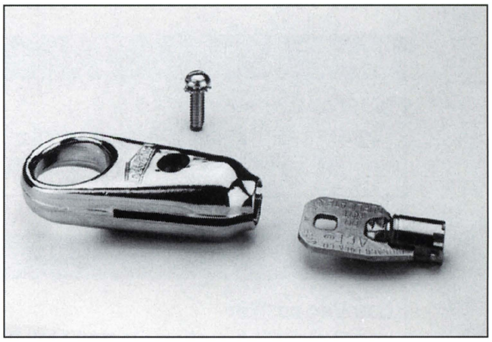
LEDtronics Inc. introduces DecorLED, a new light bulb based on durable light-emitting diode (LED) technology. Currently available for 15 and 20 watt incandescent replacement, the bulbs are designed for 100,000 hours of life, despite shock, vibration, and temperature extremes. They produce almost no heat, are available in white as well as colors, and exceptionally energy efficient, saving 80 to 90 percent of energy costs over 15 to 20 watt bulbs.



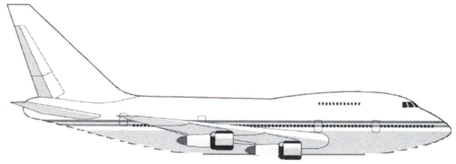
DecorLED bulbs are designed for decorative and night task lighting applications, including large message panels, billboards, scoreboards, time/temperature signs, arcade machines, casino/night club accent lighting, and military/industrial emergency lighting. They feature a rugged polycarbonate, UV protective bulb that is shatterproof, all-weather, and low-maintenance. Color choices include super red, ultra orange, amber, blue, pure yellow, blue/green, and cool white. Options include multi color mixes, a variety of industrial standard bases, different voltage values, frosted or tinted bulbs for large orders, and G25, G40A, S11, and S14 bulb sizes. For more information, call LEDtronics at (800) 579-4875; fax (310) 534-1424.

ACE key holder

Chicago Lock introduces the ACE Key Holder, a large, user-friendly metal key holder that allows for better gripping and overall control of ACE keys. The holder is equipped with a screw to fasten the key into the holder itself. The ACE key holder can be used with any ACE key for any of its lock applications. For more information, contact Chicago Lock, (414) 947-7177; fax (414) 947-7178; e-mail (acelock@cris.com). ▲



TRAVEL TRACKS



80th IAAPA Convention and Trade Show — **November 17-21**

Dallas, Texas
Call (703)836-4800; fax (703)836-4801.

PM

IMA — **November 18-21**

Frankfurt, Germany
Frankfurt Fairgrounds. Call +49-211-901-9182; fax +49-211-901-9127.

Induferias '98 — **November 24-27**

Valencia, Spain
Valencia Trade Fair Complex. Call +34-96-386-1100; fax +34-96-363-6111.

International Amusement Machines & Park Exhibition — **November 28-December 1**

Guangzhou, China
Call +86-20-8760-6452; fax +86-20-8730-4041.

Asia Amusement Machine Show '98 — **December 4-6**

Shanghai, China
Call +81-3-3438-2363; fax +81-3-5472-7115.

ForainExpo — **December 8-10**

Paris, France
Le Bourget Parc des Expositons. Call +33-1-4756-2107; fax +33-1-4756-2110.

EELEX — **December 13-15**

Moscow, Russia
World's Fair Exhibitions. Call +44 161 624 3687; fax +44 161 665 1260; e-mail (wfair@worldsfair.co.uk).

'99 International CES — **January 7-10**

Las Vegas, Nev.
Las Vegas Convention Center. Call (703)907-7600; fax (703)907-7601; Web site (www.CESweb.org).

Leisure Entertainment Expo — **January 14-16**

Orlando, Fla.
Orange County Convention Center. Call (305)448-7976; fax (305)448-4630.

Nightclub & Bar/Beverage Retailer Convention and Trade Show — **January 18-20**

Las Vegas, Nev.
Sands Expo Center. Call (800)247-3881 or (601)236-5510; fax (601)236-5541; Web sites (www.nightclub.com) or (www.beverage-retailer.com).

Amusement Trades Exhibition International — **January 27-29**

London, England
Earls Court. Call +44 (0)1273 204817; fax +44 (0) 1273 204827; e-mail (atei@fastnet.uk).

AmEx '99 — **March 2-3**

Dublin, Ireland
Doyle Green Isle Hotel. Call +353(0)45-521190; fax +353 (0)45-521198; e-mail (mdassociates@tinet.ie).

Amusement Showcase International — **March 11-13**

Las Vegas, Nev.
Las Vegas Convention Center. Call (708)333-9292; fax (708)333-4086.

PM

Game Developers Conference — **March 15-19**

San Jose, Calif.
Call (415)356-3345; fax (415)905-2222; Web site (www.cgdc.com).

NAMA Western — **April 15-17**

Anaheim, Calif.
Anaheim Convention Center. Call (312)346-0370; fax (312)704-4140.

Illinois Coin Machine Association Annual Meeting — **May 14-15**

Rockford, Ill.
The Clock Tower. Call (630)369-2406; fax (630)369-2488.

China Amusement Expo '99 — **July 23-26**

Beijing, China
China International Exhibition Center. Call (852)28652633; fax (852)28662076.

PM denotes shows where ***Play Meter*** will be exhibiting. Please stop by and introduce yourself to our staff.

FUN EXPO: a turning point

EVERY TRADE SHOW HAS ITS GOOD POINTS AND ITS BAD ONES. FUN EXPO'S GOOD POINTS WERE AN OUTSTANDING SEMINAR PROGRAM AND A RESPECTABLE NUMBER OF EXHIBITORS. BOTH DESERVED A BETTER TURNOUT.

The eighth annual Fun Expo convention was held in mid-October in Orlando, Fla., amid cautious expectations. The reality told it all. While most of our industry conventions are abuzz with talk of new games or exciting products, this show found exhibitors and attendees alike focused much more on the future of trade shows. Here's what we mean: to recap this year, AMOA was held one month prior to Fun Expo, while IAAPA is one month after it. Three shows in three months has created a burden for both attendees and exhibitors, especially since the three are attracting many of the same attendees as well as some of the same exhibitors. Fun Expo, in the middle, felt the squeeze.

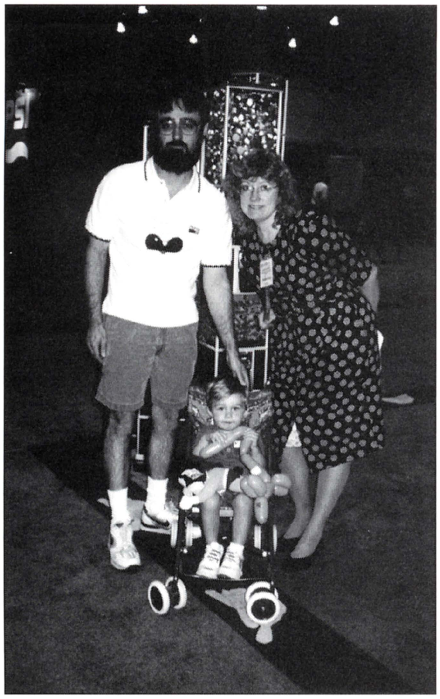
But you may logically counter that Fun Expo, AMOA, and IAAPA have been scheduled that way all of Fun Expo's life. You'd have a valid point, however times are different. Each show has had its own niche in the market: AMOA for 50 years has drawn the traditional street operator and virtually all of the music and games distributors; Fun Expo began with a concept of educating those looking to invest in the industry, and seminars for these folks were its forte; and IAAPA has been the largest show for the entertainment and amusement industry, attracting primarily owners and operators of huge theme parks and the like. A decade ago, you could walk the floors of IAAPA and rarely see someone from the coin-op industry. That is not so anymore as even high-profile game manufacturers have waited until IAAPA to introduce new products.

From its inception, Fun Expo courted the newcomers. This year, it became obvious early on that the new people looking to invest in a family entertainment center simply weren't there. Those who have made their commitment and opened facilities are now ready to cut their teeth at "the big one"—IAAPA. Exhibitors were not only frustrated with the lack of new people, they were frustrated by the lack of people—period. "You come to a trade show to get new leads. That certainly wasn't a reason to come to this one," said a disgruntled exhibitor.

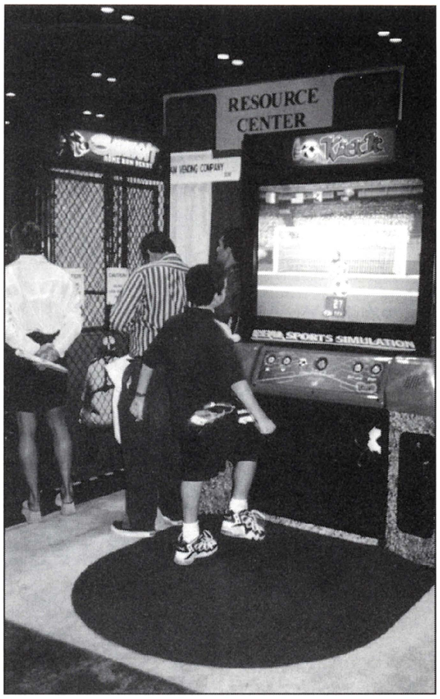
Jeff Blair of Entropy/Alter added, "I've been to this show four or five years and it's the first time I have not heard 'I'm new and just getting into the FEC business.' I've seen more estab-

Popcorn lovers at the Gold Medal booth, (l-r): Gabriel Freyre, Jared Crumpler, Mariah Freyre, and Jodi Freyre of Perky's Pizza.

POPCORN
HOT DOGS
Cola



Susan Snyder-Davis and her husband Steve with son Ethan by the Beaver/Machine-O-Matic *Tri - Tower Double Decker Deluxe*.



Marwan Zonew of Maracaibo, Venezuela, plays *Kick-It* by Interactive Light.

Everyone is young at heart when you're in Orlando! Here's *Play Meter* editor Valerie Cognevich proving those words true!

lished people this time."

But to be fair, there were a number of exhibitors that said the show was still worth it even if it was the slowest they'd seen. "If I can sit down and have intelligent conversations with attendees, and they walk away with a better understanding of our industry, I count that as a successful show," said Angela Orlando, who was manning the AAMA booth. Another exhibitor told us he had made one sale that made the trip worthwhile, adding that before the sale he was pretty disappointed in the traffic through the exhibit hall.

Another exhibitor, Rob Dellaire of Kreative Karts, agreed: "We've definitely seen some people we haven't seen at other shows before. You get one good order from any show and it's beneficial to be there."

Even those who maintained that the show was worth it offered that next year they will get much less space and bring far fewer people. "I know that a lot of exhibitors are disappointed in the turnout, but I'm here not only to see new people but to make contact with my current customers. It's a lot different sitting down at dinner and discussing business than doing it by phone," noted ICE's Ralph Coppola.

While agreeing with Coppola that he too was seeing current customers, Bob's Space Racers' Ted Sloan commented that it wasn't enough: "At this show we are seeing customers we already know. It used to be that we saw new customers. For any show to be successful, exhibitors have to meet new people and basically add to their customer base."

"I've been to this show four or five years and it's the first time I have not heard 'I'm new and just getting into the FEC business.' I've seen more established people this time."

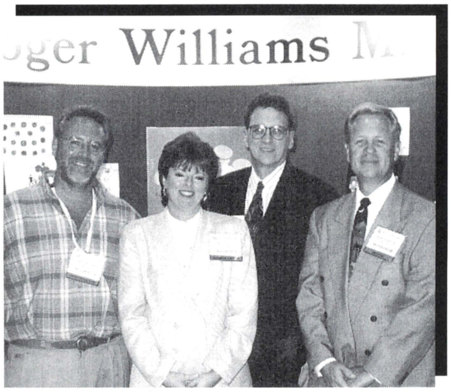
But Joe Sladek of Skee-Ball told us he was seeing some new people: "We're seeing a lot of new people (owners/operators) who have a very large interest in getting into the coin machine industry, and they are looking to us to give them direction. In all cases, we're referring them to distributors."

For every exhibitor that agreed with Coppola that it was worthwhile seeing current customers, just as many others made comments like this one from Greg Malavazos of Quick Silver: "This show sucks, and you can quote me on that!"

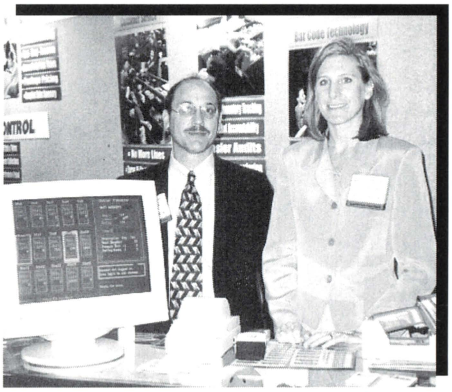
Although not billed as an international show, it drew a share of international attendees, especially from Central and South America, who found Florida an easy trip. Michael Montgomery of Mason Corp. said, "I've seen more established FEC owners from all over the world, from Canada, Colombia, and even as far away as Russia."

John Noland of Island Design said, "More people are opening fun centers than I thought, and I've also seen some

Allied Specialty staff, (l-r): Cindy Circello, Richard D'Aprile, and Madge Blurton.



At the Roger Williams Mint booth, (l-r): Brian and Sheila Dellacona, Mark Dopheide, and Stanley Pierz of Coin Mechanisms.



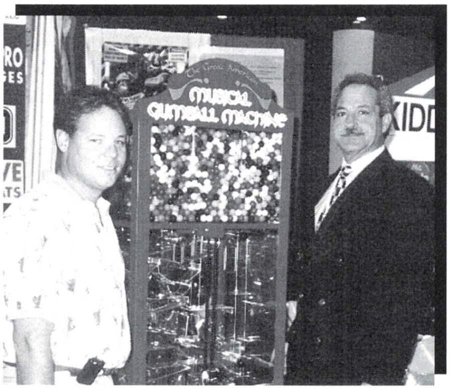
Doug Leubbers and Judi Masini presented management systems from Ideal Software.

The Rock was a challenge for players of all ages.

By the EC200 token machine from Standard Change-Makers, (l-r): Barry O'Brien, Bill Keller, and Jose Gonzalez.

Paula Baird (l) and Richard Juillerat of Salem Skating Center play *Horsin' Around* by Seidel as Cindy Henderson looks on.

At Cost of Wisconsin, (l-r): Ron Brueckner, Chris Foster, Jack Daryanani of Intercard, and Jeff Sheiber.



Howard Cohen (r) of Kiddie Rides USA shows the *Great American Musical Gumball Machine* to Jeff Zehny of U.S. Wholesale.

By *Alley Hoops,* (l-r): Jeff Hudson of Skee-Ball; Bill Stone of Stone Amusement; and Michael Sladek, Joe Sladek, and Mark Kane of Skee-Ball.

The Universal VR System from Ferris Productions featured superior graphics and sound.

Russ Sage of J & J Snack Foods offers pretzels and churros to Tiffany Sweet of Gemini Sound.

John Sanchez of Everett-James Co. demonstrates the *Wowie!* to Doug Bugee of Brunswick.

good international customers."

One of the most thought-provoking comments came from Mark Nicholls of Sportexe who said, "The Internet is affecting the way all business is done. But ours in particular. It used to be that specialty trade shows were the only way to find the products and services you needed. Now potential customers can find out all they need to know about a company on its Web site in two minutes. The only trade shows that will survive are the strong ones that not only provide the products but also the full service of seminars and useful interaction."

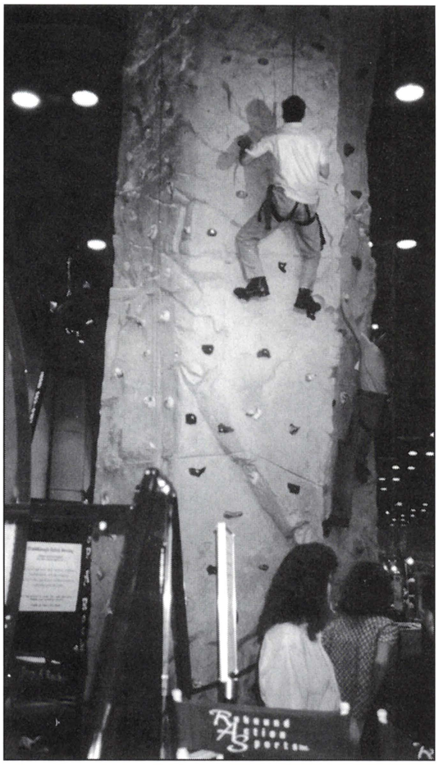
We don't want to dwell on any negative aspect of Fun Expo because the show featured a strong seminar program, there were many new exhibitors, and networking with others in the business proved to be the highlight of the show.

However, we offer one more comment on the fate of the three shows/three months scenario. Next year AMOA and Fun Expo are planned just two days apart in Las Vegas in September, while IAAPA will be held in its traditional November time slot, this time in Atlanta. This gives even more fuel to the speculation that something has got to give, and the options grid begins to grow.

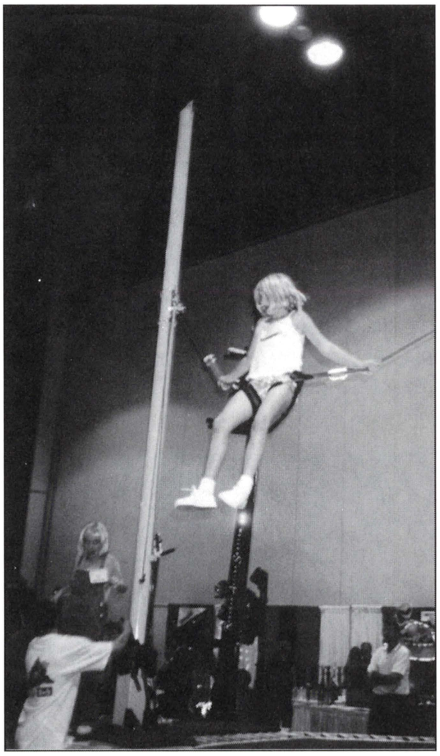
Can AMOA and Fun Expo work something out? How about AMOA and AAMA since they have already adopted a cross promotion program, are housed in the same building, and have vowed to work more closely on industry issues? Would Fun Expo work in the springtime along with AAMA's ASI show? We heard just about every possible maneuver, but nothing has gelled nor will it shortly. But suffice it to say that never have those involved been so open for negotiations than they are at this point. We'll certainly keep you posted. Now onto other things: the games, the food, the fun.

THE GAMES

The American Amusement Manufacturers Association (AAMA) hosted booth space for its members, which included Konami, Rowe, Namco, Atari, Dynamo, and Sega. It could be said that this is where the action was. Konami's *Fisherman's Bait* caught all kinds of players, who welcomed the chance to feel the fight of a real bass through line tension vibration. They also were treated to a preview of its *NBA Play-by-Play*, which is about 80 percent complete.



Simulated rock climbing is popular.



This little girl loved the Trampoline Thing from Rebound Action Sports.

Namco featured *Time Crisis II* and *Soul Calibur*, both shown previously at AMOA, while Atari showcased *Site 4*, *Vapor TRX*, and the new *Gauntlet Legends*. Sega showed *Bass Fishing* and *Daytona 2*, prompting this comment from an attendee: "These are the kinds of games that keep my customers happy."

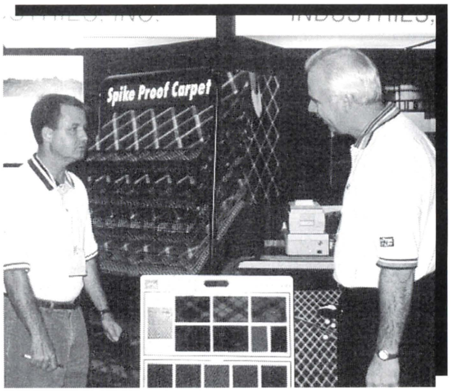
For those looking to add something new and different, Dynamo's *Hot Flash* air hockey table was just the thing. Once thought to be strictly for street locations, family entertainment centers are finding air hockey a welcome, profitable addition. "What else is this much fun for both kids and adults to play with each other?" an FEC owner asked.

Operator James Pianka of Island Entertainment came looking for air hockey, batting cages, ATMs, and gumball machines. When asked who is his best customer, Pianka replied, "A nine-year-old with his dad, or better yet, a nine-year-old with his grandfather."

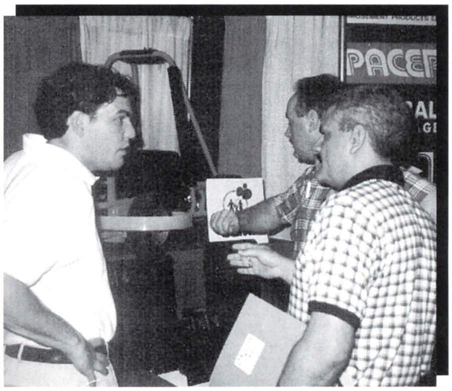
There was more video fun at SNK's booth where attendees saw for the first time *Shock Troopers 2nd Squad*, an action fighter adventure developed for the original Neo-Geo system, as well as *Warriors Rage*, *Xtreme Rally*, *Beast Busters Second Nightmare*, and *King of Fighters '98* for the Hyper Neo-Geo 64 system.

Lazer-Tron had the little ones jumping on *Fire Stomper*. Using hands and feet to stomp and hit flashing buttons, the game encourages cooperative play among kids. Although we weren't able to actually play the ArcadePC *Crazy Bus*, the graphics and attract mode gave sure indications that kids (adults too) will be hooked. Lazer-Tron also highlighted its other ArcadePC offerings *Quake A.T.E.* and *Actua Soccer*. Just right for FECs is Lazer-Tron's

At Northwestern, (l-r): Cliff Bolen, Denise Bolen, and Paul Harris by The Kiosk.


Spike Proof Carpet

David White of Challenger Industries and (l) Ron Dudzik of Wittek look at new golf carpet.



Fred Kesselman (l) of Entropy shows the *Kid Kart* to Angel Pardueles and Fernando Lopez of Telcasa in Venezuela.

Brian Sweet (l) of Ultrazone dons the new System T lightweight vest. At right: Dr. Stephen Richardson of GateMaster.

Hot-Air Fryers!!
Trak-Air
FRYS
GRILLS
BAKES
BROILS
STEAMS
TOASTS

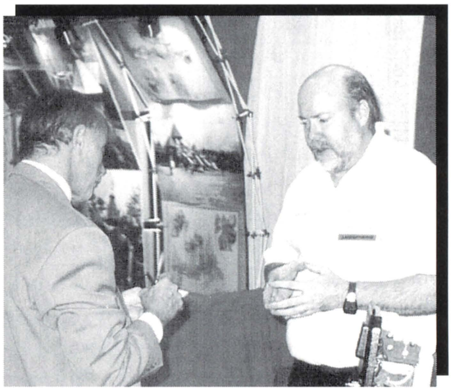
Ready for tasty snacks at Trak Air/Rair, (l-r): Jessica Roth, Terri Hantke, Peggy Terry, and Steve Weiss of Robot Country.

Two players finish their customized roller coaster ride on MaxFlight's *VR2002*.

297.5
WINNERS SPEED
000.0

Ted Sloan (l) of Bob's Space Racers and Roberto Wang of Universe Electronics in Argentina by the two-player *Speed Shifter.*

John Noland (l) of Island Design shows *Vortex* to Jeremy Inman and Bud Umbach of Kokomo's Family Fun Center.



Components of all kinds were available from Happ Controls. Bob Richey (r) of Happ talks with a customer.

XTREME
POWERBOAT
Racing

Richard Majors of Pony Parade plays *Xtreme Powerboat Racing* by Stricor.

IAFEC committee and council chairmen award recipients, (l-r): Michael Getlan, Harold Skripsky, Ron Stilwell, Frank Seninsky, Dave Schwartz, Phil DeAngelo, and Ed Pearson.

IAFEC executive director Carole Sjolander and her husband Ray.

This is where the action was, at the AAMA booth.

Video Redemption System (VRS). Operators can buy a redemption cabinet once and rotate in new games for years to come, the company touts. There are six games available as we speak; more are in the works.

Over at Bob's Space Racers, the new two-player *Speed Shifter* was being played by children and adults. The game, styled like the popular *Vertical Water Race* game, features two steering wheels for guiding your dragster to the top for the big win. Also shown: the two-player arcade model *Monkey Drop*, the Mars-themed *Red Planet* novelty game, and the two-player *Top Spin* novelty game where players use water guns to hit targets and propel toys to the top.

Drill-O-Matic at the Benchmark booth begged the question: Is this a redemption game, a crane, or a merchandiser? The answer: all of the above. The player guides the drill using joystick controls to line up with any of the 100+/- bright yellow prize tubes or eight adjustable payout targets. Once he has lined up the drill he pushes the button and the drill starts moving towards the tube. If he's successful, it starts a chain reaction of swirling lights and blasting sounds. Then the prize falls out of the tube. This was really different and—at the risk of overusing the word—fun! Benchmark also highlighted two recent popular games, *Big Haul* and *Claim Jumper*.

If it was cranes you were looking for, your stop at Fun Merchants was perfect. The company, a subsidiary of H. Betti Industries, has a huge selection of cranes from the *Candy Man* to the *Quattro* four-player. Fun Merchants featured the Elaut *Mega crane* line offering the one-player, two-player, and three-player small cabinet versions.

Noel Industries was on hand with its *Lax Jr.* and *Lax* four-player rotary merchandiser. The company also offers prize merchandise appropriately packaged for rotaries.

Seidel Amusement Machine Co. debuted its *Horsin' Around* redemption game that features a crystal carousel. Players launch a ball to match the rotation of the wheel and catch a high ticketed horse. When a horse is caught, the carousel comes to a stop with the winning horse out in front. If you miss your favorite horse, you're still a winner because you earn tickets for every coin or token. Seidel also showed its popular *Goin' Rollin'* coin drop game.

Innovative Concepts in Entertainment (ICE) had an array of games. The *Plush Bus* crane has been a hot item with its attractive, entertaining yellow school bus motif. ICE also had *Ice-Ball* with its progressive bonus marquee; the kid-friendly *Frantic Fred*, an interactive video redemption game with a steering wheel perfect for the littlest players; *Super Chexx*, the game that propelled ICE into game history and is still going strong; the new *Hoop Fever*, billed as the lowest priced basketball game on the market; and *Cyclone*, which needs no further explanation! ICE also showed *Host Invaders* in its 27-inch cabinet with lots of features; *Grab n' Go*, a new 27-inch Beanie Baby crane; and *Summer Time* coin pusher.

Merit Industries, famous for darts and countertops, showed both. The *MegaTouch XL* has taken the street operators' businesses by storm and, of course, electronic darts are making operators a good return on investment. FEC owners and operators are now looking toward these games to see if they can work in their environment. Can they? "Where there are people wanting entertainment, there should be a Merit countertop," said Merit's Jim Roe.

Island Design showed its *Vortex* coin drop redemption game and its popular bopping/stomping games *Boppin' Bugs* and *Spider Stompin'*.

Skee-Ball highlighted the new *Alley Hoops* that combines the fun of the tra-

"We've definitely seen some people we haven't seen at other shows before. You get one good order from any show and it's beneficial to be there."

The "Women in the Industry" reception had its best turnout. Michael Getlan was the token male.

ditional redemption alley bowler with baskets. Players must sink balls into baskets at the end of the alley to score. It also showed *Rage in the Cage* basketball, *Demolition Zone*, and *Skee-Ball Lightning*.

Smart showed its impressive line of cranes including the *Candy Crane, Clean Sweep, Prize Circus*, and *Bean Bag Buddies*. Also on hand was the *Smart Ticket Center*.

Elton Amusement Products of England showed the *Flip Time* game where players flip balls for high scores and beat the countdown to win the jackpot. Also on display: *Derby Time*, a midway-style game in which one to three players compete in a race to win a prize.

Also in the midway style was Amusement Electronic's *Shootout Saloon*, an old-time shooting gallery game with four guns and 19 targets, available with a redemption mode.

Bay Tek had an array of games including *Goin' Bananas, Star Shooter, Buzzy Buzzy Bee, Jump Shot, Fortune Teller, Basket Fever, Soccer Ball*, and it's bulk vendors *4th n' Goal, Hoopz Gum, Backyard Baseball*, and *Soccer Shot*.

Fun Industries had *Fun E Ball, Copy Cat, Pop Fly*, and old favorite *Steer Crazy*.

Sega Pinball introduced *Titantic*, a new redemption game with a model of the famous ship in the middle of a domed enclosure. Insert a coin, watch the chasing lights rotate around, and try to hit the button to stop the lights on the jackpot. The company also showed *Wack-A-Doodle-Doo, Austin Powers, Godzilla, Stamp Expressions* (kids love it!), and *Udderly Tickets*.

Attendees enjoyed playing Design Plus' *Pro Striker*, A.G.E.'s cranes including the famous *Lobster Zone* crane, and a host of other games on the floor.

SIMULATORS

Interactive Light featured its *Kick-It* and *Kick-It Jr.* video simulators, which invite players to kick a tethered real soccer ball into a virtual goal as a 3D goalie blocks the kick. The company also showed its baseball batting cage.

For those looking for virtual reality and motion simulators, Letovsky Dynamics showed its motion simulator which interfaces to any arcade or PC video game through the JAMMA joystick and control switch without any modifications to the software or hardware. It comes in three versions: *Road Rocket Driver Tower, Road Rocket Driver*, and the *Top Gun Flyer*.

MaxFlight showcased its *VR2000* Flight Simulator and *VR2002* Cyber Coaster interactive ride systems that were busy most of the show. The *VR2000* is for a single passenger but can be networked with other units over phone lines. The *VR2002* offers the only customer-programmable roller coaster ride experience for two passengers. The newest ride film shown was the Eurostar Roller Coaster in Germany, which will be available at the end of November.

Gary Arvedon of MaxFlight commented, "We've been around four years, and we still see newcomers planning centers and others who want to change their space and add a new attraction."

After finishing a turn on *VR2000*, Frank Lynch of Lynch Family Entertainment Center in Orlando said, "I've been on a lot of simulators but I've never ridden anything like this. The unique thing is that you design your own ride. I didn't realize that I would get full 360-degree rotation. You feel just like you've got off the world's best roller coaster."

Stricor previewed the networked version of its *Xtreme Powerboat Racing*, a completely interactive three-screen unit linked on the Prometheus Motion Platform. Players could race against each other by selecting linked play in one of three courses: New York, Japan, and England. Spectators could see both platforms simultaneously interacting with the *Xtreme Powerboat* software.

"This is our market," said David Klugh of Stricor, pointing to a group of young players waiting for a turn on *Xtreme Powerboat Racing*. "But we've even had grandparents play and enjoy themselves."

Ferris Productions offered an array of products. It's known for its virtual reality entertainment and is now offering quality games for Virtuality games, since that company is now defunct. In addition, Ferris has developed a Universe Control Board which transforms nearly any off-the-shelf PC game application into a coin-op program without software modifications.

Ronbotics Corp. showed the first prototype of its motion platform used in the *CoasteRider X-Press* that features six exciting roller coasters from world-famous CedarPoint.

Holoplex wowed the crowd with its *Combatica* game that uses the player as a giant joystick. Players move, and the character on the screen moves the same way. It's a great way for parents and kids to play together.

MUSIC

Like darts and countertops, we immediately associate jukeboxes with street-type locations. Attendees were treated to a look at one of Rowe's finest, the *Starburst*. Several FEC owners said they were considering some kind of promotion for teens.

Why not jukeboxes and plan some promotions around it? The *Starburst* with its classy, dignified good looks is perfect. Also what FEC would be complete without the most advanced bill changer? Rowe has just the item, its BC-3500 that accepts $1-$20 bills.

"It used to be that specialty trade shows were the only way to find what you needed. Now you can get it on the Internet."

Devecka had show attendees drumming along with its coin-op drum simulator *Drumscape*. The customer chooses his type of music, sits down in a booth equipped with electronic drums, and accompanies karaoke-style with a selection or joins in for original work with a background of rock, steel drum, and other choices.

Interactive Entertainment Systems showed *Synth A Beam*, a unique machine in which music is "played" by putting your hands under various beams which trigger sounds.

BULK VENDING

OK, says O.K. Mfg., it's time to take a serious look at bulk vending, especially gumball vending. And O.K. has a line of gumball vendors for every type of location, from its *Circus World* and *Gumball Coaster* to the *RoadRunner* and *Candy Slide*. O.K. introduced its new *Kazoom* gumball vendor which will be available Dec. 1.

Northwestern has what it calls *The Kiosk*, billed as more firepower per square foot since nine different items can be dispensed in this split-level rotating design. It comes with a colorful eye-catching canopy.

Beaver Machine-O-Matic introduced the *Tri-Tower Double Decker Deluxe* that accomodates 12 different candy, gum, and capsule items in a small footprint.

Everett-James Co. showed the *Wowie!* interactive gumball machine. Strategic Innovation displayed the *Sports Blaster* that combines gumballs with pinball. The playing surfaces can be changed to suit other sports (football, basketball, hockey, soccer, golf, and volleyball).

Kiddie Rides USA showed the improved *Great American Musical Gumball Machine* with a new security system at the bottom with heavy gauge bars throughout the machine.

Quick Silver Development Co. highlighted its *Quick Shot* basketball, *Classic Jukebox, Merlin's Magic Touch,* and *Showcase* vendors along with the *Good Time Vending Factory*. These gumball, candy, toy vendors are electronic and come as single or multi dispensers.

The Wishing Well from Merkel Marketing is a classic design that will accept pennies, nickels, dimes, and quarters.

FOOD

Wow! That's what people were saying about the Magic Ice products, especially the Hawaiian Tropical Snow. The company has been making shaved ice for four years and syrup for over 20.

Your mouth would water if you could smell the aromas coming from the Pizzas of Eight booth, where they proclaimed that the profits never tasted so good. Pizzas of Eight has a ConcessionServe kiosk system that it says "fits the space, at your place."

Other tempting pizza was available at the Perky's Foodservice booth where a nationally branded program is available with a complete turnkey concession center. A few aisles over at Chicago Style Pizza you could continue your pizza research.

Lines also formed at Nathan's, famous for its hotdogs. Said one attendee, "Somehow the hotdogs at home never taste this good."

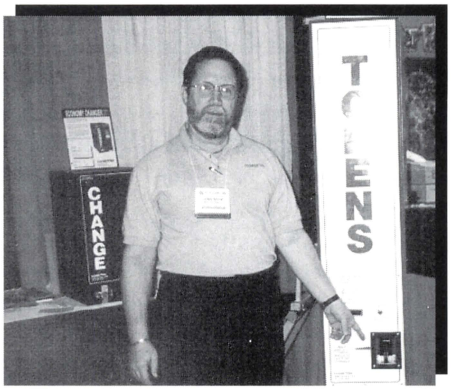
IAFEC
"We're meeting the Challenges of the Fun Business today and into the future"

Presidential couples, (l-r): Harold and Bev Skripsky and Caroline and Phil DeAngelo.

Dale Lazar (l) and Lisa Berry of H. Lazar & Son with award winner Peter James of Slinky Action Zone (Best Advertising Campaign).

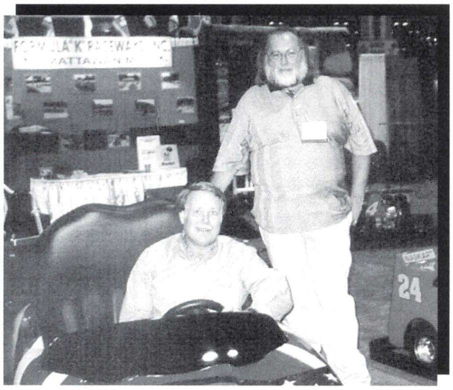
Incoming IAFEC president Phil DeAngelo (r) presents a plaque for dedicated service to outgoing president Harold Skripsky.

LaserTron's Jim Kessler (l) accepts the exhibitor award for best booth over 3,000 square feet from IAFEC president Phil DeAngelo.


CHANGE
TOKENS

Hamilton's Dennis Sorge demonstrates his token machine.

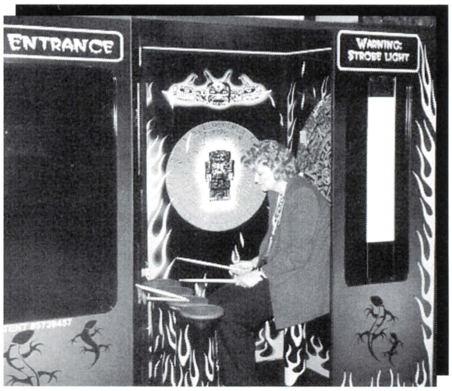
Castle Golf's booth with Burdette Bremer (seated), Mike Williamson (l), and Bob Black.


FORMULA "K" RACEWAYS, INC.
24

Formula K's John Stephanni tests kart controls as Dick Sexton looks on.

BEANIE Zone

S&B Toys and Novelties' Brian Riggles (l) shows off his TY Beanies displayed in AGE's *Beanie Zone* crane, with Marty Lupeker and AGE's David Hodge (r).


ENTRANCE
WARNING: STROBE LIGHT

Play Meter's Bonnie Theard taps out a drum solo on the Devecka *Drumscape* machine.

AMERICAN AMUSEMENT
ASSOCIATION

At the AAMA booth, (l-r): Angela Orlando (AAMA), Frank Cosentino and Emilio Cabrera (Namco), Mary Hermanson (Konami), Tom Keil (Atari Games), Jim Belt (Konami) and Tom Siemieniec (Namco).

At the SNK booth, (l-r): Tammy Sisemore, Jeff Yantz, Chuck Szczepanski (Riteway Distributors), Tim Jackson, and Charlie Russem (Riteway).

Valayne Lind and Kurt Ostler show off O.K. Mfg.'s new *Kazoom* bulk vendor.

At the J & J Snack Food booth, the churros, pretzels, funnel cakes, and cookies could be washed down with a fruit-flavored Icee or followed by a frozen juice bar. Trak-Air/Rair featured countertop equipment for preparing fries, pretzels, hot wings, pizza, and hotdogs.

SOFTWARE

Doug Luebbers of Ideal Software, which offers computer software for FECs with emphasis on redemption, point of sale, and cash management, said, "I've talked to six start-ups, even some international. Some we've talked to in the past are now following up at the show. We've seen a range from the small mom and pop operations to chains. But mostly we're seeing existing facilities."

Added Judi Masini of Ideal, "Suddenly people are finding out they need a better management tool to handle the redemption operation."

New from GameMaster Management & Marketing Software was the Family Entertainment Center Module, which allows FEC owners to control inventory and track their redemption counter.

Fun Center Manager has a simple slogan: "Serious Software. Fun Business." Its system features cash control, one-touch sales, accounting, party scheduling, redemption and prize counter, ticketing, employee time cards, etc.

Redemption Plus tells FEC owners, "You handle the fun and games. We handle all the details." Its system helps you develop a detailed customer profile, offers a unique tracking system, and saves you time while increasing game play.

In addition, attendees got demonstrations at the FESCO booth on its complete software management system for FECs including party and group bookings.

LASER TAG

Laser tag could have been the most prolific item at the show. In addition to a seminar featuring great tips for buying, maintaining, and promoting your laser tag system, there were a number of companies displaying their systems. The International Laser Tag Association was also on hand to answer questions.

Dixieland Fun Machines makes the Laser Duel with twin laser beams with every shot and true real-time scoring.

Multimax Electronics showed LaserMaxx, designed by an enthusiastic group of young and experienced electronics and software professionals.

LaserTrek tells potential customers in its brochure: "If Luke Skywalker had lasers this cool, there wouldn't have been any sequels." The company says its lasers look and feel real because they are real.

LaserTron invited you to enter the new millennium with its Ground Zero laser shoot-out. It's played in a black-lit arena, enhanced by swirling haze while listening to an exhilarating soundtrack.

Ultrazone has been a leader in the industry for over 10 years. Its "adrenaline playground" invites you to the outer limits of fun and excitement—real laser action in a fantasyscape where theatrical design and special effects blur the boundaries between reality and imagination. Franchise opportunities are available. Ultrazone showed its new System T, which features more options, lightweight vests, and lower cost.

Laserforce, a leader in laser game technology, offers a system complete with a state-of-the-art battlesuit, special effects including digital speech, and special lighting effects.

LaserStorm invited attendees to visit one of its installations in the Orlando area for a hands-on demonstration.

Actual Reality showed Laser Extreme and the new Phaser Play Station, while Veqtor showed its line of laser systems with a range of pricing from starter to advanced.

MINIATURE GOLF

Next to laser tag, miniature golf is an attraction FEC owners are considering very seriously, and Fun Expo had the exhibitors to answer their questions and needs. Harris Miniature Golf believes that the most critical decision for anyone considering the miniature golf business is the design of the course. And that's what Harris does best based on 40 years of experience.

Fairway Inc. offers professionally designed and constructed miniature golf courses. It helps you plan a course that is not only challenging but helps maintain the flow of players regardless of skill level.

Castle Golf had a large booth that illustrated some of the company's most successful miniature golf installations. Castle Golf can design, construct, and manage miniature golf courses and other fun park attractions.

Challenger Industries displayed a new line of arcade-grade carpeting and miniature golf surfacing systems for both golf greens and sport fields. Sportexe was ready to consult with attendees on design construction and surfacing options.

Designer and builder Cost of Wisconsin provides both permanent courses and the prefab Micro-Golf. The company's Chris Foster said, "For us, this is one of the better shows over the last couple of years. There are a lot of customers looking at upgrades and adding themed elements to their miniature golf. And then we are seeing a percentage of existing FECs interested in adding miniature golf."

PHOTO SYSTEMS

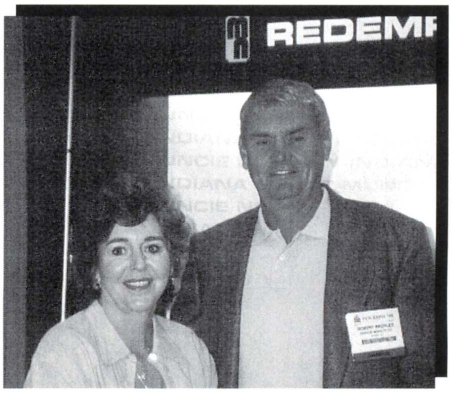
Photo Vend showed three products: *Webpix*, a photo sticker machine that delivers photo stickers on customized graphics and the opportunity to create a personalized Web page with your sticker image that can be e-mailed; *I.D. Express*, a photo booth that produces digital photos for all types of uses including State Department-approved passport photos; and *Sticker Club*, a photo sticker machine that offers 36 designs in three color variations.

SNK showed the *Neo-Print* photo sticker machine, available from Apple Vending, which delivers a page of 16 stickers on a choice of 40 frames.

eMedia Communications showed

Holoplex's *Combatica* turned players of all ages into big joysticks.

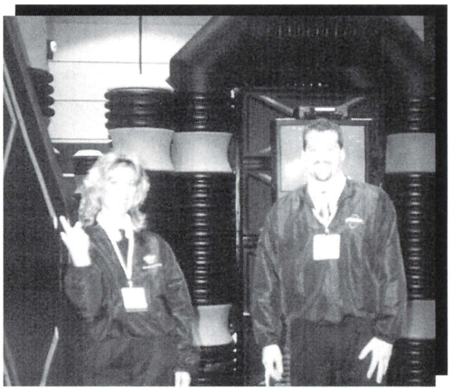
Design Plus' Larry Berke watches Shannon and Diana Lynch (Lynch Family Entertainment) play *Pro Striker*.



Bob and Claudia Broyles man the Muncie Novelty booth.

Lazer-Tron's Norm Petermeier demonstates the *Prize Zone*.

At National Ticket, (l-r): Esther Vidot (hope we got the name right!!!), Bill Owen, and Tracy McIntyre.



Ann Kessler and Michael Mahar show the futuristic LaserTron laser tag system.

Arleen Floren and Jeff Bower at the eMedia booth, where you could e-mail a photo and message back home.

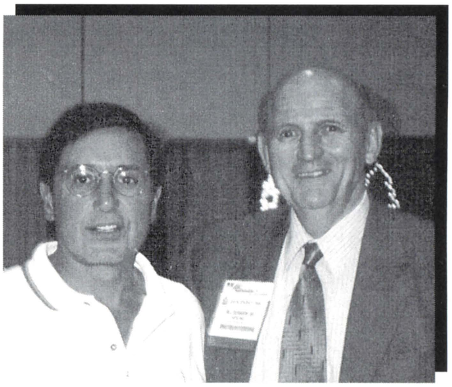
QuickSilver's Wendy Miller and Greg Malavazos (r) welcome Bob Eddy of 402 Golfland to see their line of bulk vending machines.

Merit's Jim Roe (c) shows Eric Dahlenburg and Georgi Moorhead of Four Jay's the new *Mega-Touch XL*.

Even the bigger kids couldn't resist the bumper cars.

AISLE 300
PLUSH BUS

These attendees took a serious look at the product in ICE's booth, including the *Plush Bus* crane.



ICE's Ralph Coppola (l) visits with ASI and AMOA show manager Bill Glasgow.

the *eCard eMail Kiosk*. Customers send an electronic postcard over the Internet with pictures, text, and sound. No Internet connection is required, only access to a phone line and a power source.

Sega Pinball featured *Stamp Expressions*. Customers can make a stamp with their photo or with a favorite photo.

KIDDIE RIDES

Among the kiddie rides on display were Theisen Vending's new *Garfield, Pink Panther Train, Mighty Mouse, School Bus,* and *Engine 27 Fire Truck* rides.

Zamperla had the perfect ride for this show: *The Pizza Ride*. It looked almost good enough to eat and should do perfect in any pizza location. In addition it showed a number of other rides.

RG Mitchell showed its *Jimbo* and *Jet-Set, Open Top Forest Ranger, American Roadster, Mr. Softy's Ice Cream Van, Flounder*, and *Musical Mushroom*.

Kiddie Rides USA showed the new 100 percent plastic *Baseball* kiddie ride, the first non-fiberglas ride. Brian Carasik of Kiddie Rides USA said, "In the future more and more kiddie rides will be made of this plastic. It affords a more durable finish, is easier to maintain, and has a longer life expectancy." Also shown were the *Tonka* and *Mr. Potato Head* rides.

GO-KARTS

Gas-powered and electric-powered karts were on display from a variety of companies. This hot addition to FECs continues to grow in popularity because it delivers a real, not virtually real, diving experience in a safe environment.

Kreative Karts showed its line of karts that features seven different kart models, from the Boomerang to the Hurricane with optional Honda engines.

R.E. Enterprises displayed a line that included a wide variety of models from the Super Stock Racer to the Super Stock Truck and a number of two-seat models. Bumper cars and bumper boats (single and double-seat) are also available from R.E.

EMR Products showed its line of electric karting systems with its Storm and Spark karts. Electric karts allow greater flexibility of placement. Such systems are more often seen in Europe, but are gaining in popularity in the United States.

Entropy USA showed the Kid Kart battery-powered mini go-kart, while Speedworld had its Electra-Karts, and J & J Amusements displayed the new F-16 indoor/outdoor kart as well as bumper boats.

At the Oriental Trading booth, (l-r): Disney's John Raper, Oriental's Sondra Doyle and Cris Millar (sporting joke teeth), and Disney's Stephen Murphy.

OTHER EQUIPMENT

Mini-Midway Games debuted *Coin Carnival*, a one- or two-player midway style mechanical game with joystick control. One player is on offense trying to put balls on plates while the other player on defense tries to block those efforts. High score wins.

The Rock from Ascent Products had people stopping to watch a company representative climb "the rock." It's a treadmill that is equipped with rocks that you must climb as the treadmill turns. It realistically simulates rock climbing.

Master Pitching Machine Inc. showed its baseball and softball machines and also offers an automated batting cage, popular at many FECs around the country both indoor and outdoor.

Smart Golf offered its *Smart Golf LS3 Golf Simulator* inviting players to drive, chip, or putt real balls with real clubs from simulated fairways, rough, sand, and greens into a large tough screen on which full-color scenes of the course are projected.

Although not a game, it's a piece of equipment operators were taking a serious look at. It's Deltronic Labs TT-1000 Ticket Eater, a fully automated stand alone that counts and destroys tickets and prints a receipt.

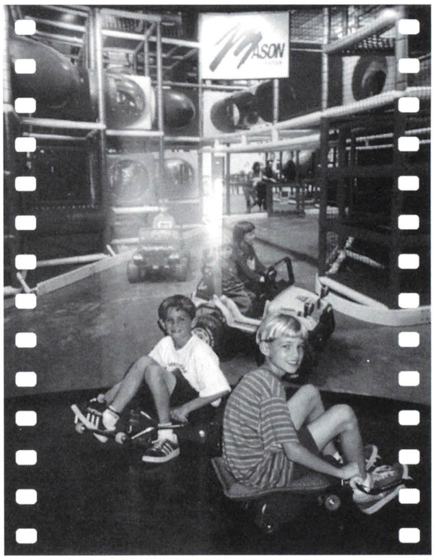
Along the same lines, American Changer Corp. showed a line of changers and its new Bill Dispenser. Over at Standard Change-Makers the new EC200 token machine was introduced.

The debit card system firm Intercard announced enhancements to its card-based cash control system, the Version 7. Added features include a minitill unit that now supports a cash drawer as an optional device, the opportunity for redemption points to be redeemed from the readers without requiring a game coin-up, time play configured in minutes instead of hours, and much more.

Jack Daryanani of Intercard said, "People stopping at the booth are FEC and arcade owners and investment companies. Most have been in business quite some time and are now switching over to a debit card system. Almost 99 percent of new locations are going with debit cards. Years ago, you scored your own bowling games. Now, it's all electronic, The same holds true for FECs and arcades." ▲

Children get a big kick out of the show

At Florida Robotics, (l-r): Parker Place and Megan Lawler of Tampa, Fla., and Lia Harrington of Mt. Dora, Fla.



Kendall Casebie (l) and Hart Morse of Orlando, Fla., enjoy *Roller Racers* from Mason Corp.

Talking to The Robot Factory's parrot, (l-r): Richie Paine, Maggie Byrnes, and Scarlett Paine of Longwood, Fla.

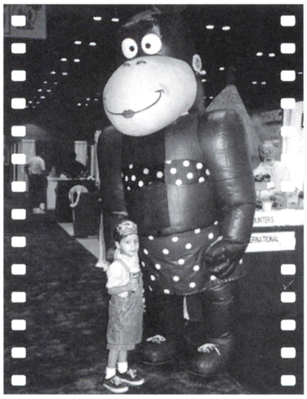
Brandon Harper of Orlando, Fla., plays *Road's Edge* by SNK.

Preteens hop on Sega's *Harley Davidson/L.A. Riders* and *Wave Runner*.

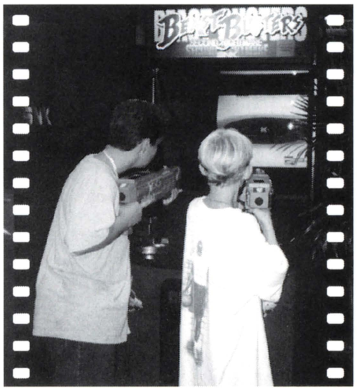
Boys get into the gameplay with Lazer-Tron's *Fire Stomper*.

SPEED RACER

Elliott Recktenwalt of Palm Harbor, Fla., on Namco's *Speed Racer*.



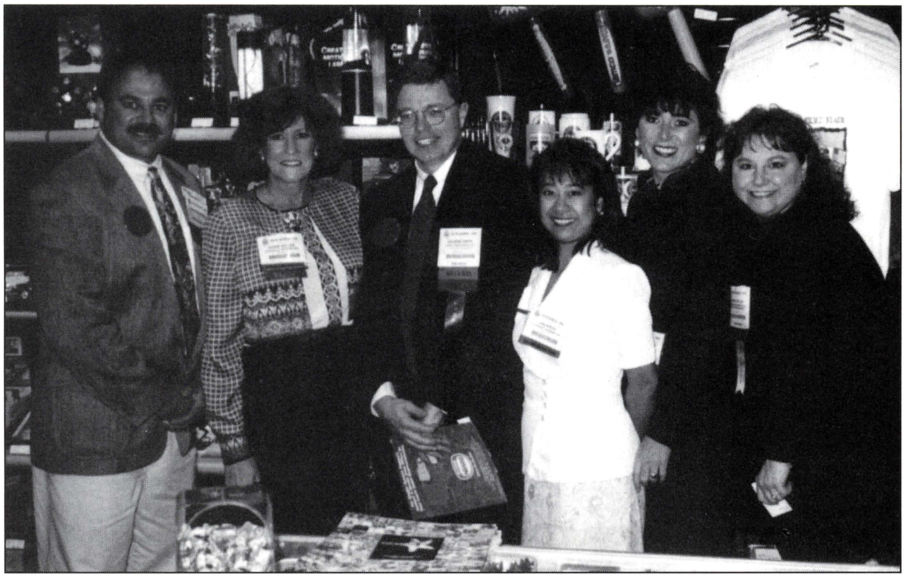
Christian Agostinone of Venezuela befriends a giant inflatable character.



Young marksmen take aim in *Beast Busters: Second Nightmare* by SNK.

"WATCHA GONNA WIN?"

1998 Fun Expo's Prize Merchandise



At Sureshot Redemption, (l-r): Dave Schwartz of Legends, Rorie Keller of Sureshot, George Smith of Namco Cybertainment, Lani Myers and Jackie Hartwig of Sureshot, and Karyn Gitler of CEC Entertainment.

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From left: Kate Sandland and Carmen Kolb (both of Playworks) with HMS Monaco's Steve Schulman.

The variety and quality of prize merchandise, in addition to the attraction of the games themselves, drive redemption game play. The 8th Fun Expo brought out that variety and quality as redemption merchandise exhibitors displayed their wares and featured everything from high end electronics, such as portable stereos, to custom candy lines.

Licensing, from movies, television, sports, and name brands, continues to be one of the most popular ways suppliers increase the value of their products for operators and players. On hand in Orlando were licensed lines of merchandise, everything from the Harlem GlobeTrotters; Garfield; Superman; Monopoly; Coke; Budweiser; TeleTubbies; professional and collegiate basketball, baseball, and football; NHL; Taco Bell; and, of course, South Park.

Holiday lines for Halloween, Christmas, and Valentine's Day also were available from many of the expo's exhibitors, as were a multitude of mixes of low-cost novelties and candy

Popular themes, like the Martians, aliens, Looney Tunes, and animals of all sorts, were continued with innovative modifications to design and costuming. "With any hot item, if you change it a little bit every now and then, it becomes almost a new item," said Jack Kelly of NANCO.

The following is a brief listing of the prize companies' popular items.

A&A Plush (800)227-5874: Popular items are the Christmas line of plush, 11-inch beanie floppies, the "Gitty-Up Ponies" (stick ponies with

The Plush Appeal LLC team holding pieces from its Christmas plush line, (l-r): Joanne Jennings, Catherine Fletchinger, and Dolores Bergeron.

From left: JC Pacific Trading's Jerry Chang and Howard Wu.

Oriental Trading Co.'s Linda Correa (left) and Cris Millar.

sound), and the Kimberly Originals designed by Kimberly Hunt.

Best Equipment (609)374-1400: Very popular items include the NASCAR line of key chains, nine-inch cars, teddy bears, footballs and basketballs, as well as Coke soft items, backboard and hoop sets, and the Marvel Comics- and collegiate-licensed lines.

Bonita Marie International (800)272-6375: Offerings this year included a full range of redemption from one cent to $125, including a multitude of *Sports Arena* rotary prizes and crane prepacks such as holiday and sports. Specialty packs like NASCAR, biker, and movies are also available.

Dan Brechner & Co. LLC (516)767-6767: Slam-Dunk beanies and poly-resin figurines are popular, as well as assorted novelty items. Also, a new catalog is available. Thanks to Brechner for the free gift if you filled out the IAFEC survey!

CCME Toys (800)776-6699 : The number one item from CCME is the key chain. Key chains galore were featured, including lines from Coke, NFL, NASCAR, Budweiser, Christmas, and Basic Fun. Also popular are electronics and *Sports Arena* lines.

HMS Monaco (800)777-0901: South Park merchandise, Rug Rats, different novelty mixes, NFL , Live to Ride, the Taco Bell Chihuahua, Christmas stuff, and *Sports Arena* merchandise are all available.

Family Funny Farm (800)230-1225: Featured were stuffed fruits and vegetables of all sorts with given names and histories printed on their tags. Two such stuffed "edibles" included Annie Apple and Colonel Cornelius Corn, according to David Bayer of FFF. Assortment packages are available. The most popular items are the ones that are popular with kids at the dinner table.

Frieder The Source (800)321-8192: Electronics of all sorts, as well as candy, toys, Coca Cola-licensed merchandise, and novelty items are very popular sellers from Frieder's product line.

Gametime Plush LLC (888)817-5874: According to Gametime's Craig Page, shaggy plush, including an assortment of gorillas and bears, is particularly popular and shaggy. Also featured are plush elephants and beanies.

Giftco Inc. (800)443-8261: The most popular items from Giftco include licensed merchandise from Monopoly, Coca-Cola, Mr. Potato Head, and Rug Rats.

Great American Toy Co. Inc. (888)767-3443: "90 percent of the line will be introduced at IAAPA," said Greg Johnson. Tigger, Golden Bear, Chihuahua, and Raptor all are very popular, as is the plush line of sea life, which does particularly well at zoos and aquariums, according to Johnson.

JC Pacific Trading Co. (800)355-8025: Dinosaurs, bears, dogs, penguins, aliens, bunnies, and particularly highly detailed clowns in plush lines are very popular.

Joissu Products Inc. (800)233-1681: Popular items include toys, novelties, gifts, balloons, costume jewelry, and more. Over 2,000 items are available as featured in the 154-page full-color catalog.

Leisure Products (800)292-9963: Leisure Products handles exclusively plush toys and novelties. Included in its line of plush is an assortment of animals and the ever-popular Pink Panther. Amusement and carnival themes are also popular.

NANCO/Nancy Sales Inc. (617)884-1700: "We're keeping the alien and Martian themes because they're going to sell well," said Jack Kelly. Also popular are Garfield plush and Harlem GlobeTrotters plush.

Oriental Trading Co. Inc. (800)228-8884: The "Thank-Heavens-for-Little-Girls" line of merchandise geared towards girls is very popular, along with an assortment of lava lights, neon clocks, high-end electronics, jewelry, and sports plaques (which include Mark McGwire and Sammy Sosa). Also the KISS (keep it so simple) line of assortment packs is offered in sizes based on ticket value.

Play-By-Play (210)829-4666: "Coca-Cola is the number one logo in the world," said Greg Bickerstaff, "and Scooby Doo is really strong for us too." Looney Tunes and Warner Bros. in novelties and plush, basketballs, Superman-, and NFL-licensed items are also very popular. Congratulations to Play-By-Play for taking home the 1998 IAFEC awards for Best Customer Service and the Best

Redemption Products (with the Looney Tunes line).

Plush Appeal (800)899-1869: Stuffed animals of almost every type are available, including the very popular Valentine's Day line, Christmas line, and Looney Tunes-licensed merchandise.

R.M.K. Sales (516)887-0600: Redemption merchandise from five cents to $100 is featured , including novelties, toys, general electronics, and name brand electronics such as Panasonic and JVC. Also popular are the miniature jukeboxes, diner radios, licensed games, sporting goods, small appliances, watches, and audio items.

Raymond Geddes & Co. Inc. (888)981-1100: Some of the most popular items in the redemption merchandise category include light up stampers, Goofy Goo, key chains, and oil timers.

Rebecca's (800)777-2235: The birthday line, costume jewelry, novelties from under a penny to unusual gifts and electronics, in addition to neon telephones, are all very popular.

Redemption Plus (888)564-7587: With the implementation of Redemption Plus' inventory reporting/tag system, according to managing partner Ron Hill, gameplay for merchandise increases. South Park-, movie-, Antz-, and NASCAR-licensed merchandise lines, as well as aliens, are very popular.

Rhode Island Novelty (888)441-6800: Featured prize merchandise included quality plush, toys, licensed prizes, giftware, and smaller items.

S&B Toys and Novelties (800)773-0531: The most popular items at S&B are the quality Ty Beanies, beanies from Disney's recent animated feature "Mulan," and a whole assortment of animal and creature beanies.

Sherman Specialty Co. (516)546-7400: Billy Bob Teeth, "Hollywood quality" costume dental additions with form-fitting capability, are available. The South Park-licensed merchandise, a ubiquitous category at the Fun Expo, is also a strong seller in items such as key chains, wind-ups, and figurines.

Star Track (800) 733-5013: Beanie toys and laser pointers are very popular, but it's the TeleTubbies, which are available for Christmas, that are the hot items at Star Track. Also, Silly Slammers, throw toys with voice boxes inside, are said to be moving fast.

Sureshot Redemption (888)887-8738: According to Rorie Keller, "Custom merchandise is our specialty, and we are the supplier to the coin-op industry of Panasonic electronic merchandise." Inflatables of all kinds are also popular items.

US Toy Co. (800)448-5882: Toys, novelties, gifts, plush, party supplies, jewelry, and keychains for redemption all are popular. Of particular note are the 1999 line items, including new plush, toy jet fighters, and pinball games. ▲

The Play-By-Play team, (l-r): Steve Amols, Julie Stewart, Heather Tima, and Greg Bickerstaff.

From left: CCME's Angela Svadba, Bernie Yamane, and Rick Dee.

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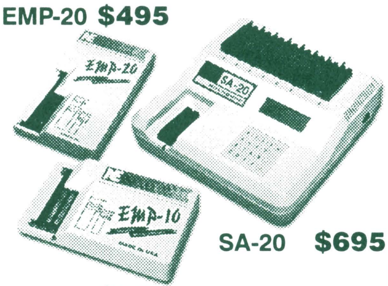

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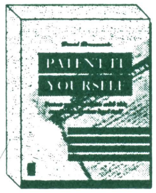

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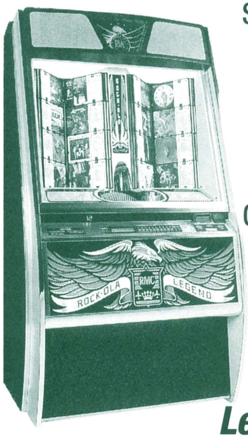

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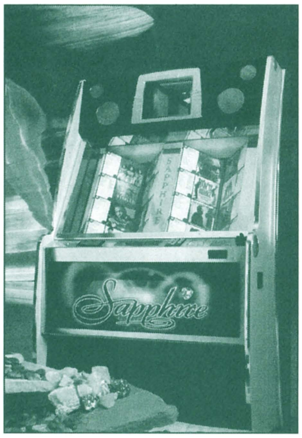

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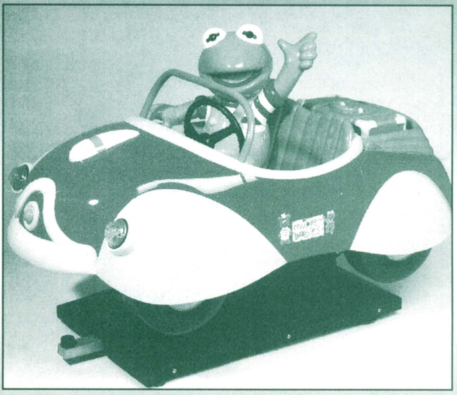

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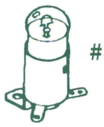

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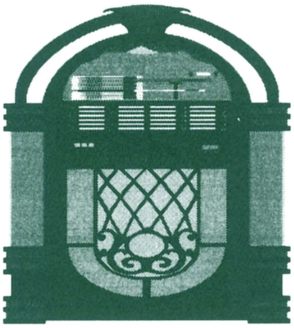

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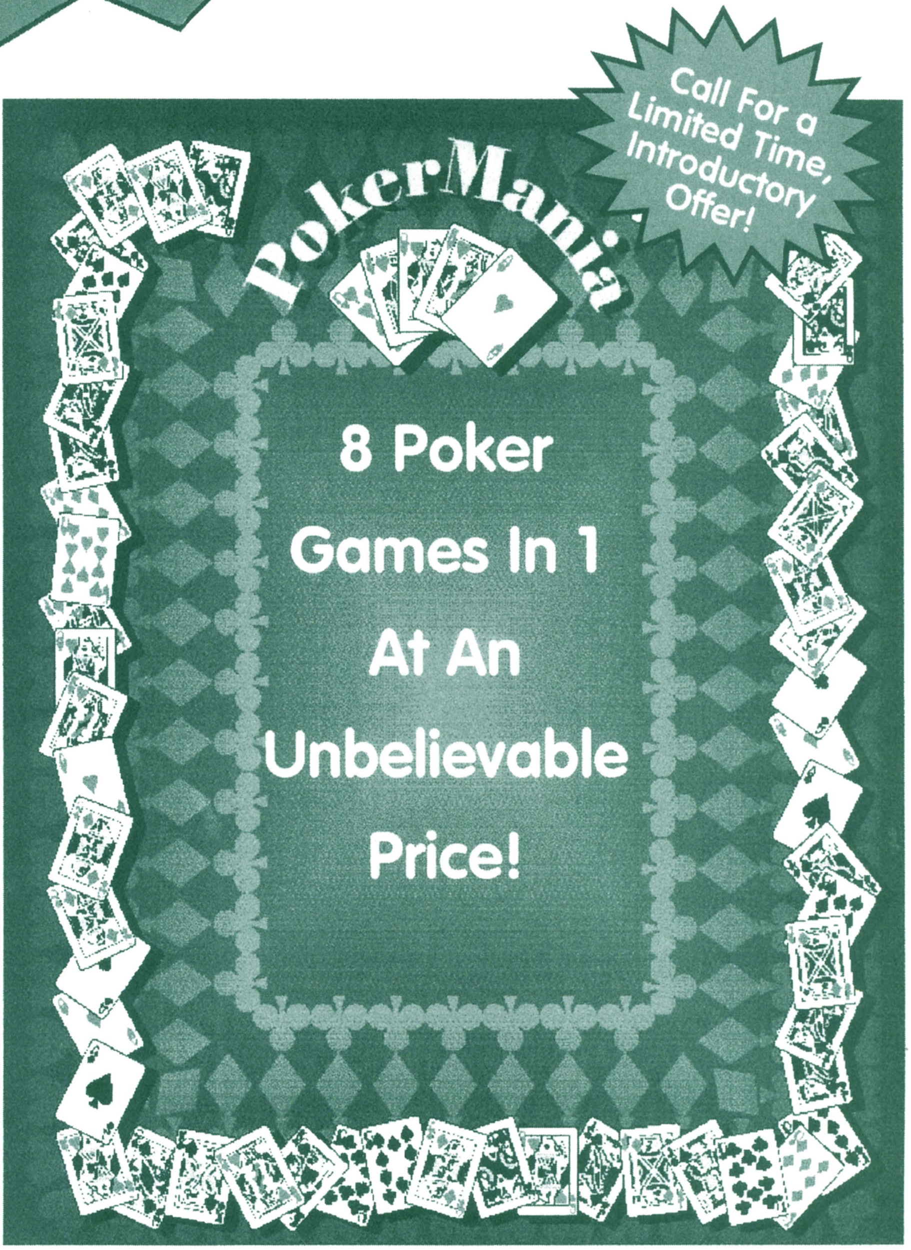
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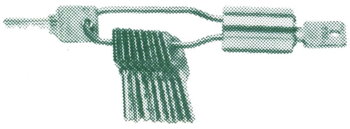

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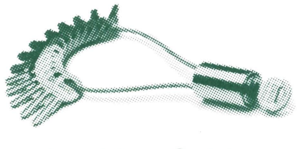

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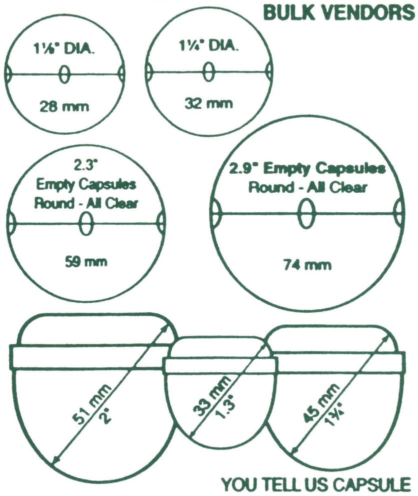
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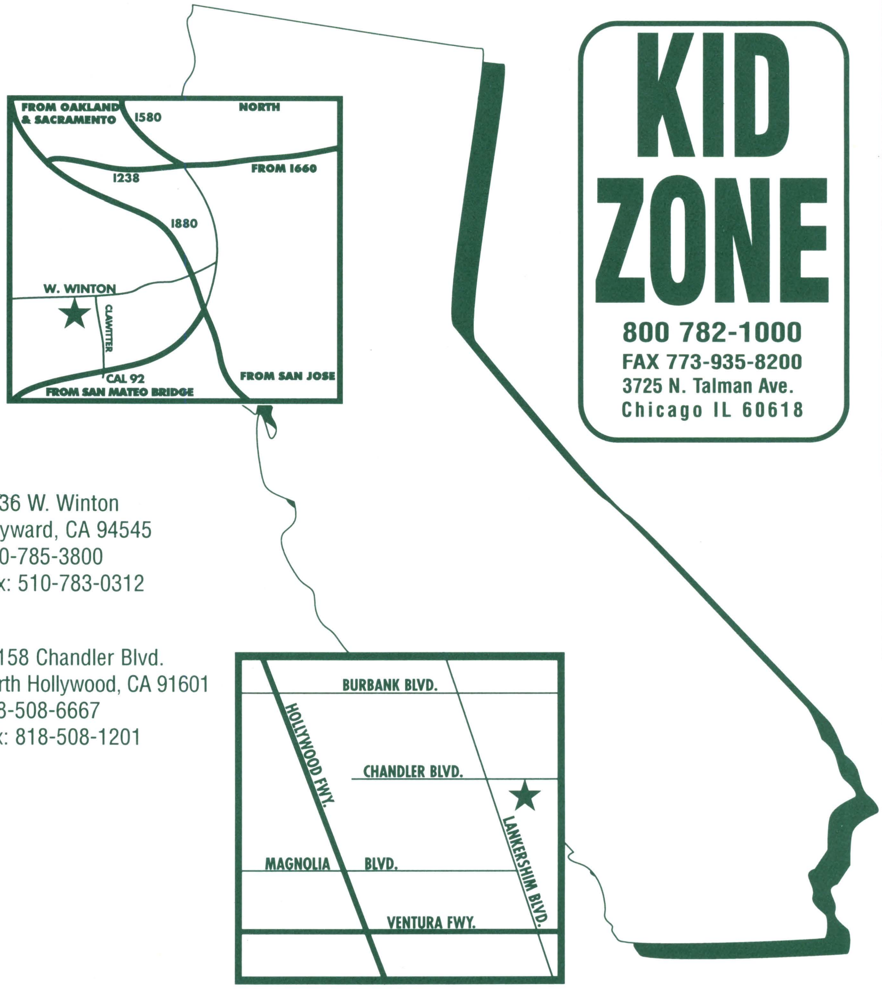
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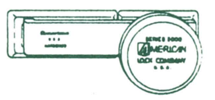

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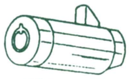

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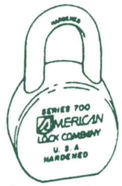

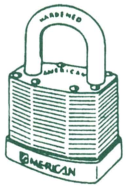

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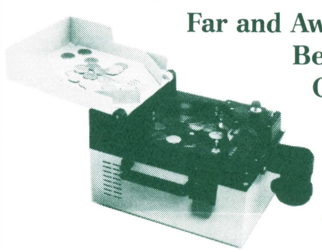

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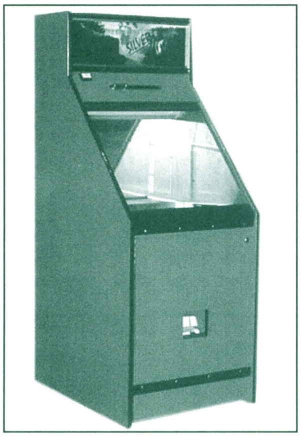

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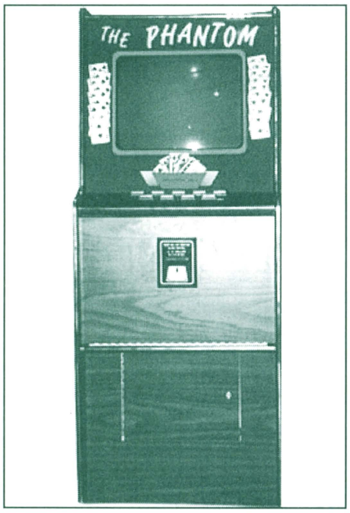

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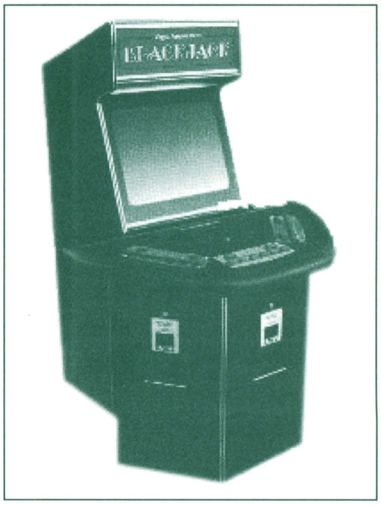

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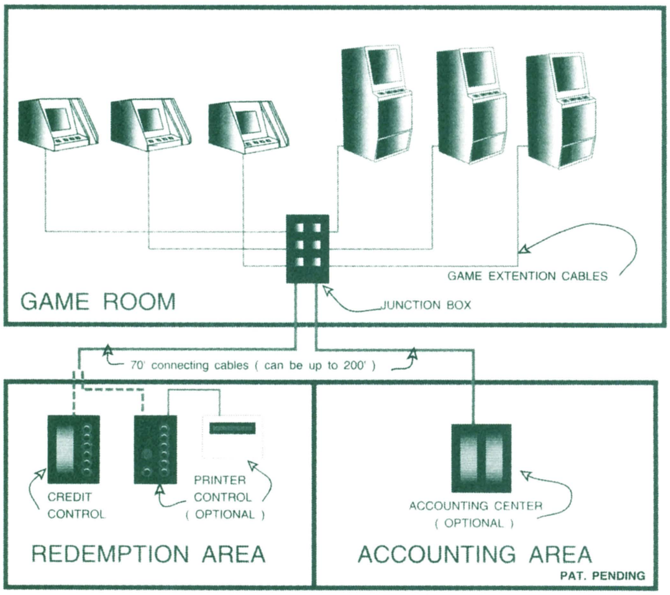
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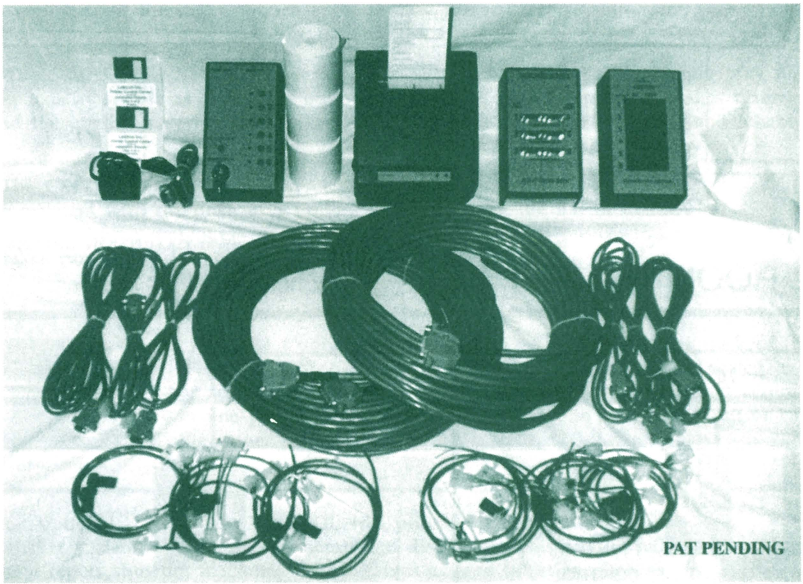

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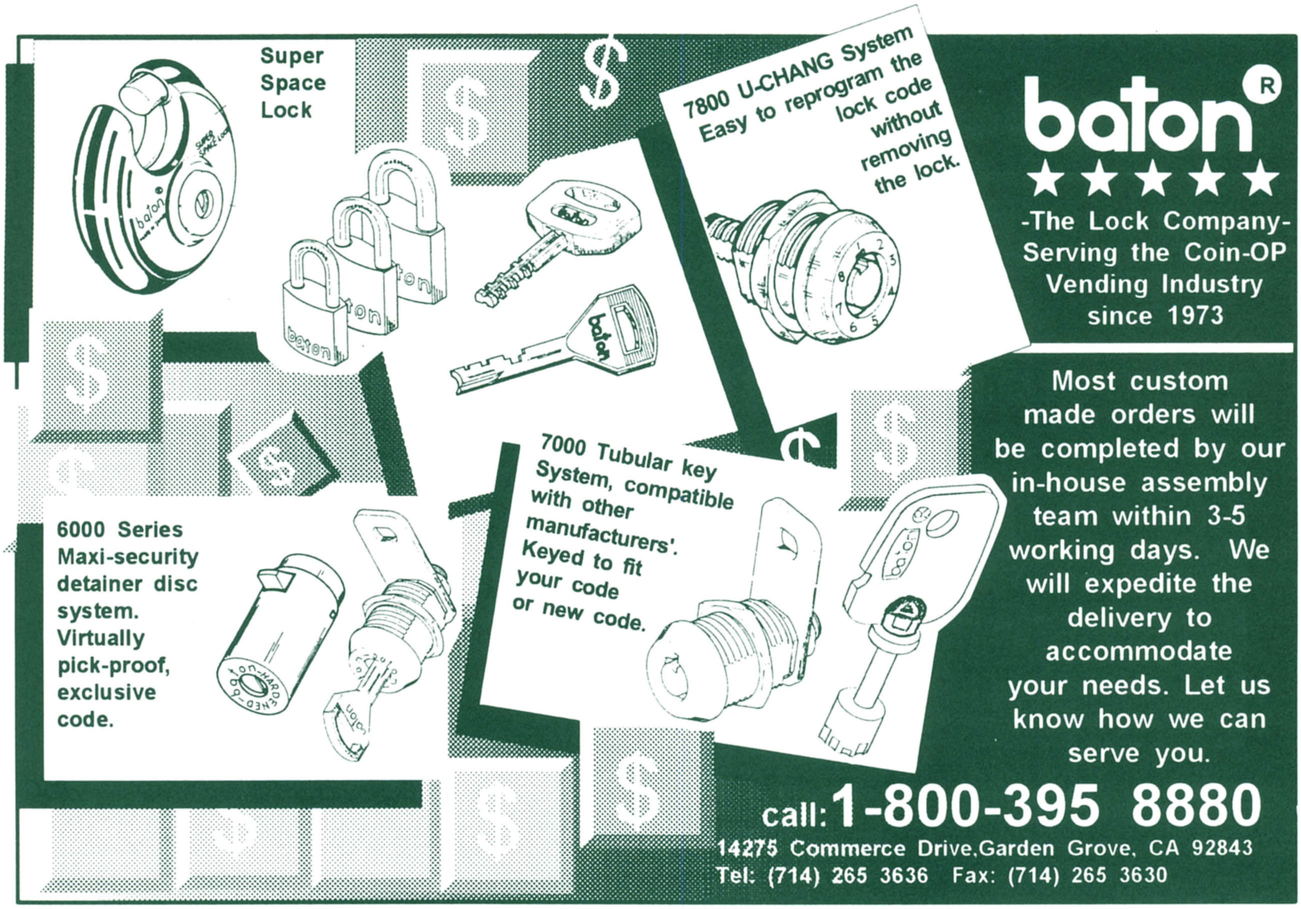

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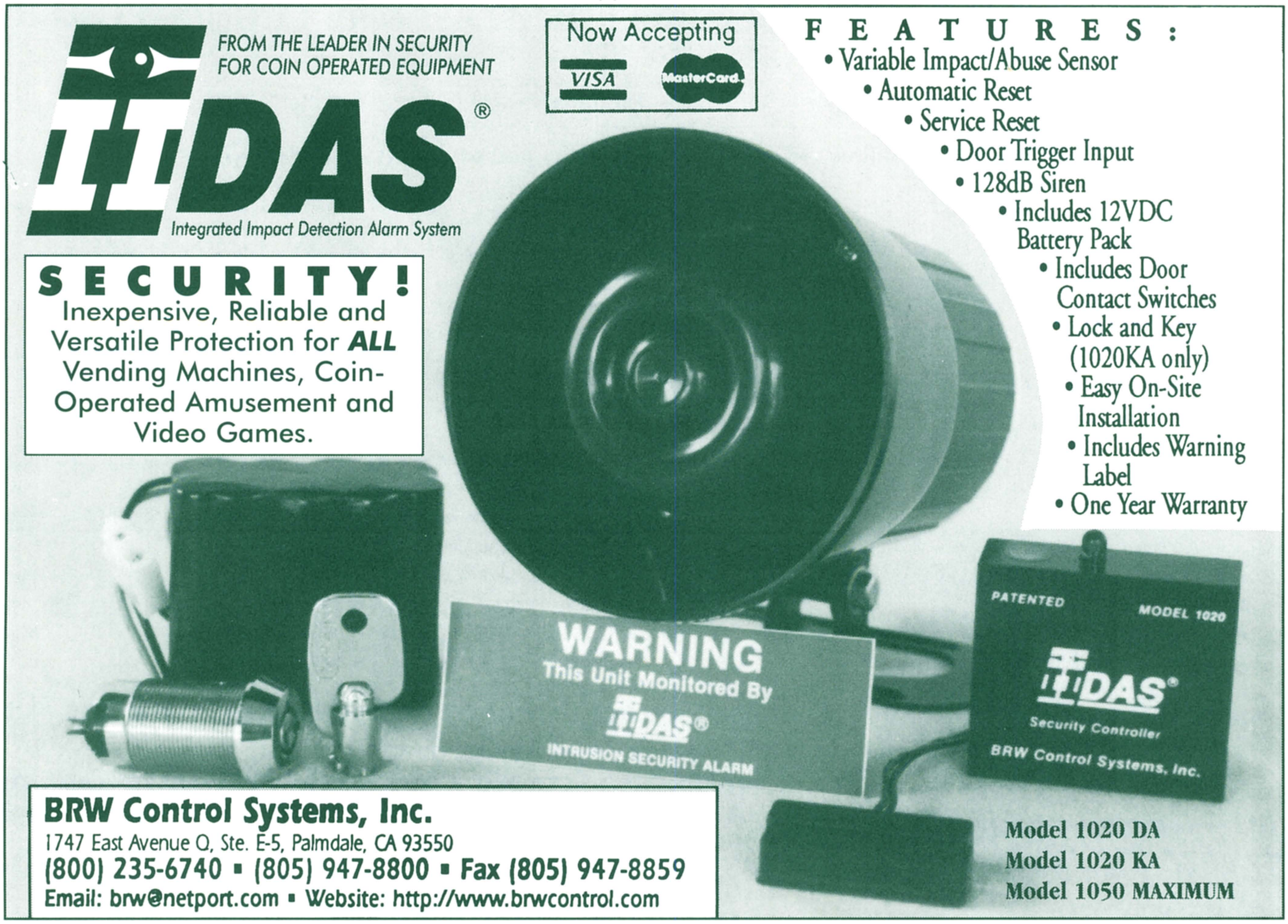

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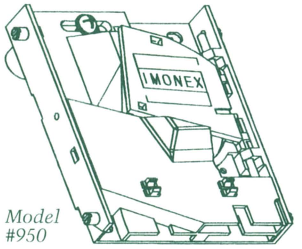

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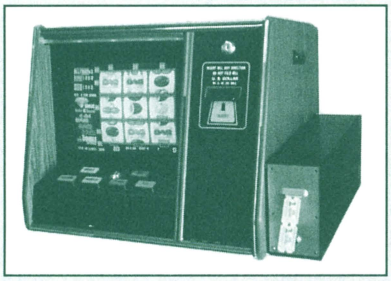

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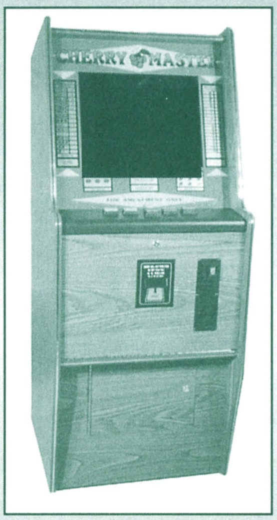

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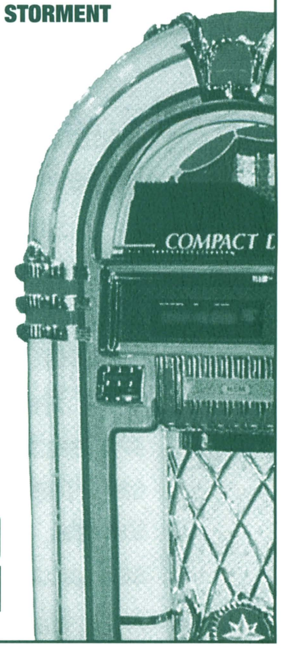

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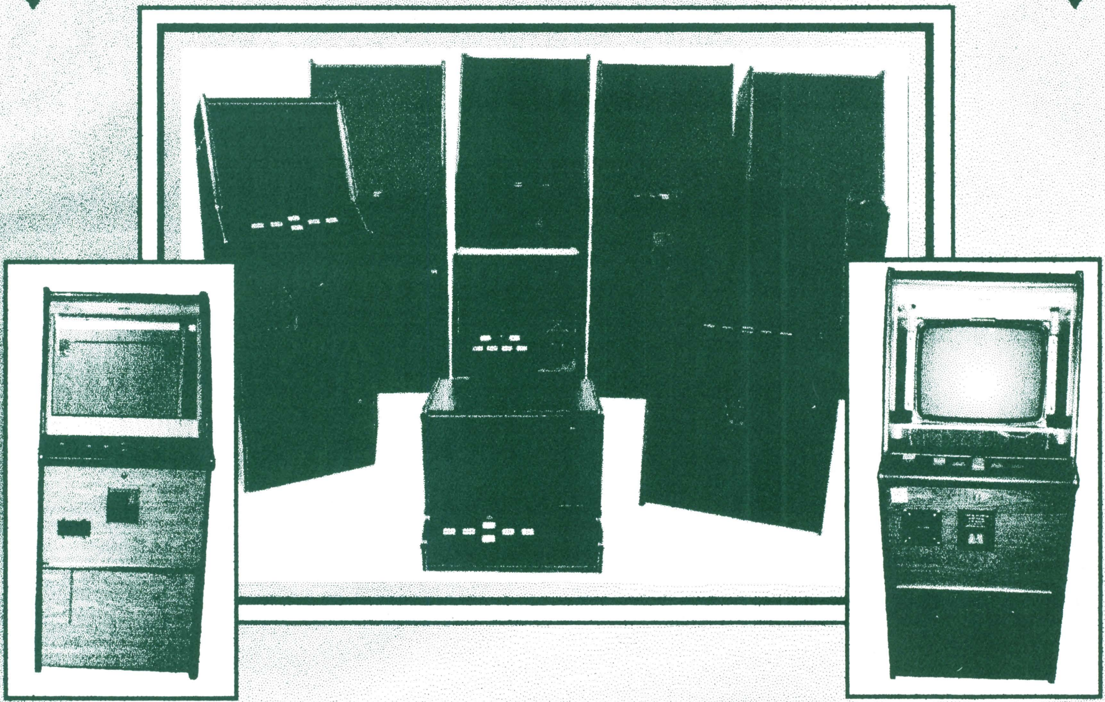

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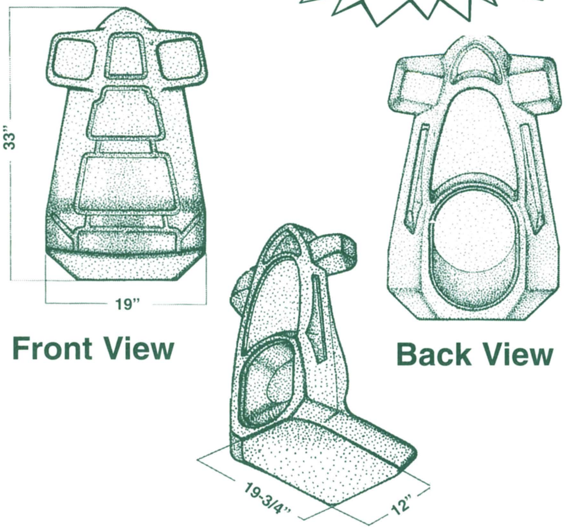

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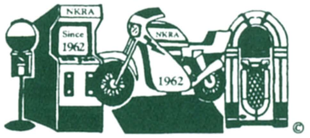

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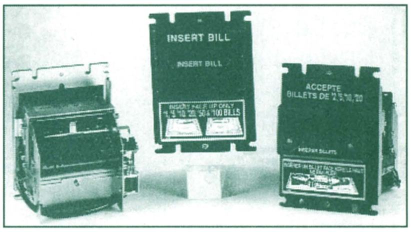
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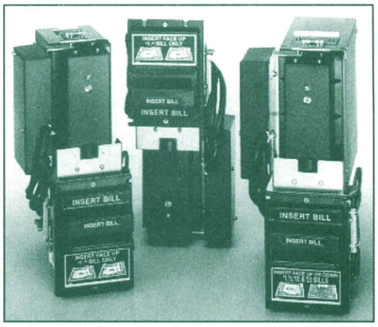
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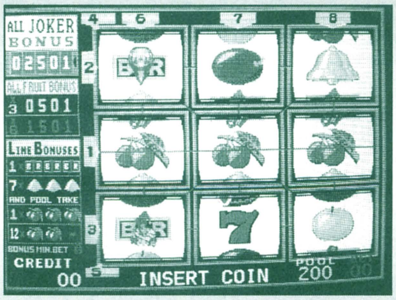
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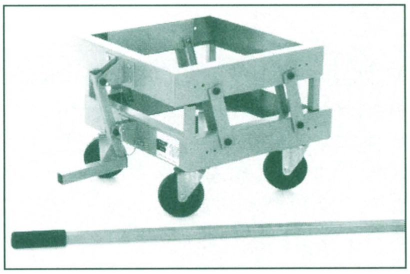

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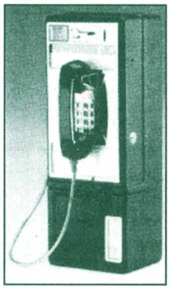

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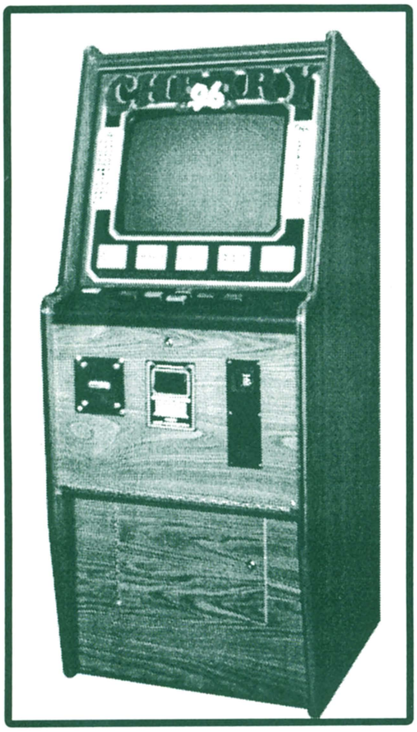

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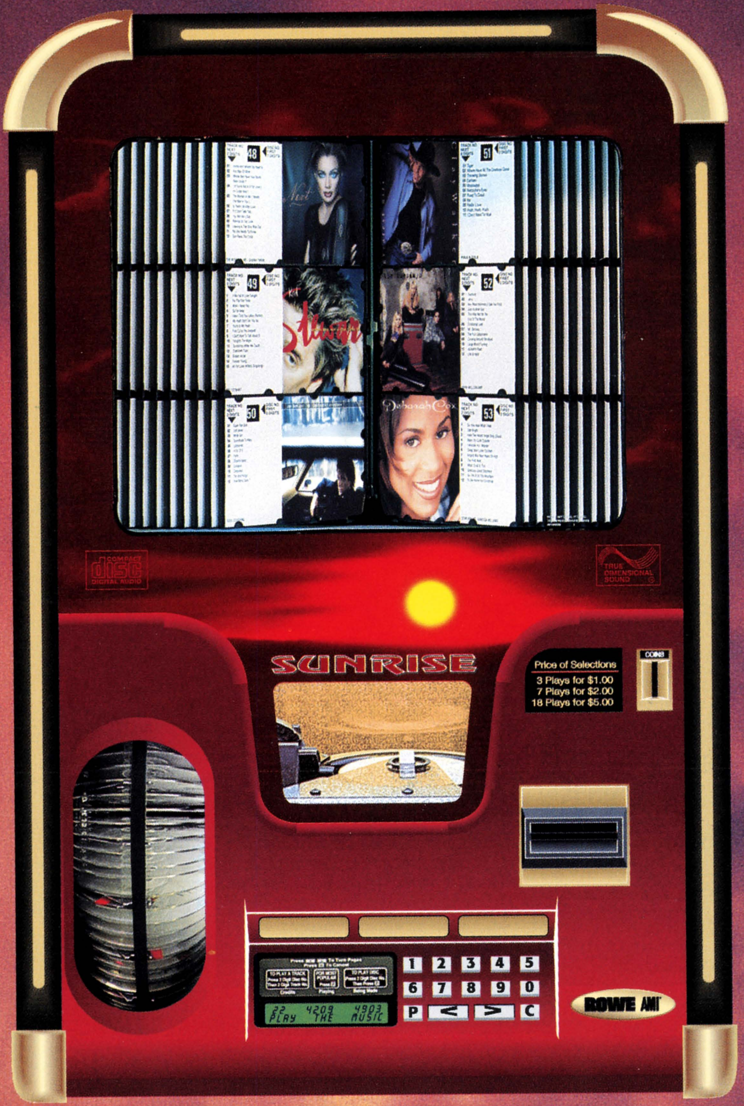
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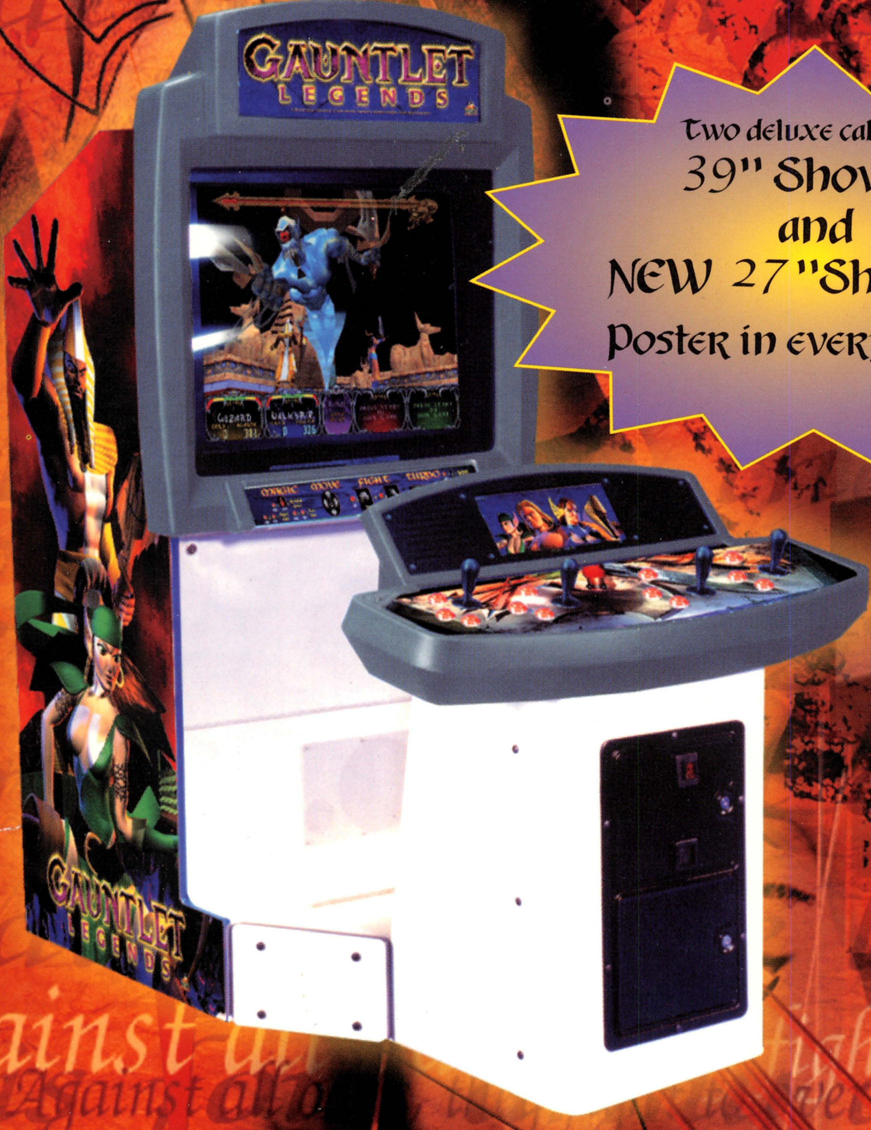
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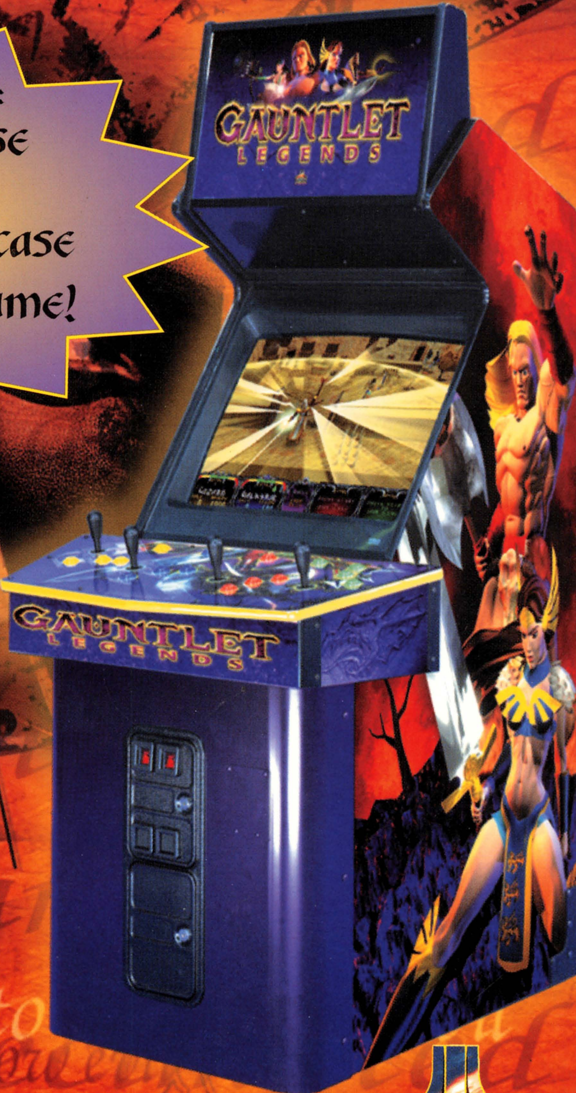
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